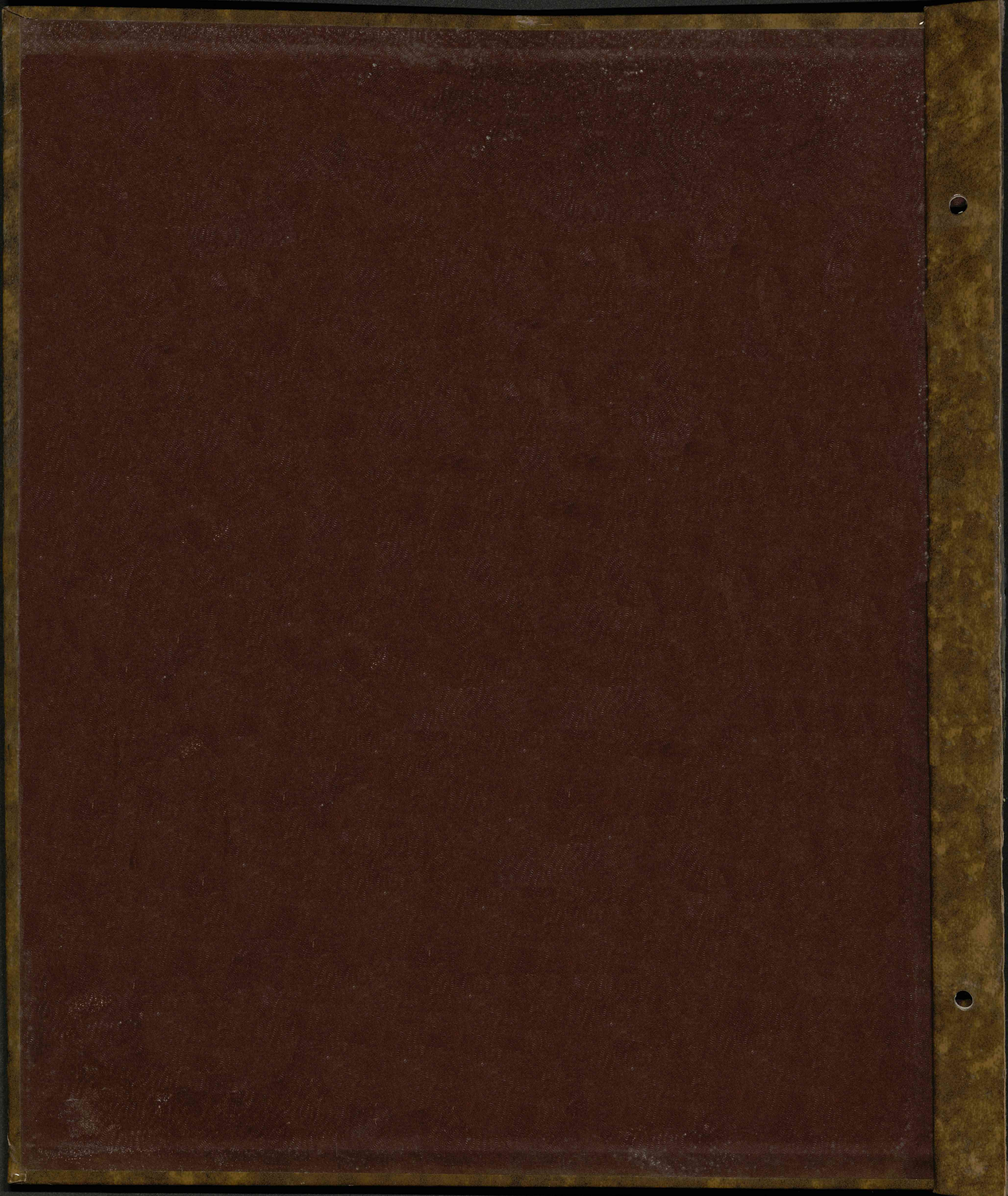


NATIONAL - Billboard - 1967
Highway Beautification

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MRS. FREEMAN SCANS FUTURE IN TALKS HERE

Youth Seen Hope in Highway Drive

Within the next ten to 20 years the number of cars in this country will have doubled; as will the miles of highways.

These facts were pointed up Monday by Mrs. Orville Freeman, wife of the U. S. Secretary of Agriculture and member of Mrs. L. B. Johnson's Beautification Committee, to approximately 350 women at a luncheon meeting at Oglebay's Glessner Room.

Mrs. Freeman, addressing the 37th annual convention of W. Va. Garden Clubs, Inc., stressed that more and more emphasis must be put upon beautification, and particularly conservation, in our country.

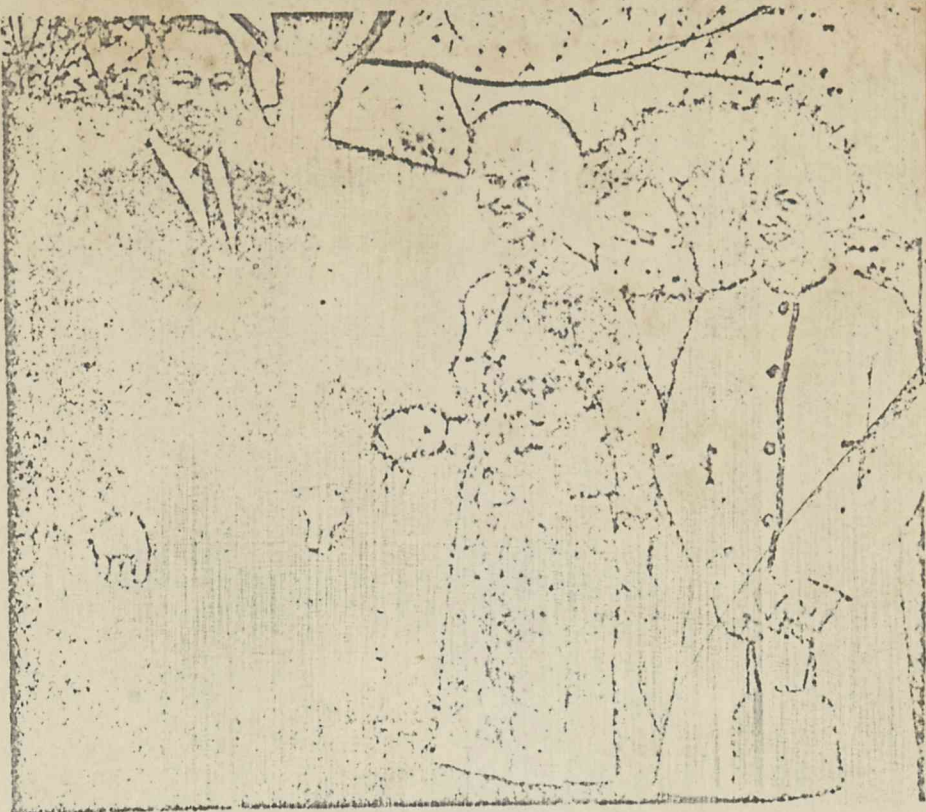
Complimenting the many progressive W. Va. Clubs and their work, she proposed that successful projects may be carried out with the help of our young people.

In looking ahead a decade, the charming and beautifully-spoken Mrs. Freeman said that is imperative our highways must be made safe, and more pleasant.

"Highway beauty has a distinct effect upon the driver's mental attitude," she pointed out. "And it is important that we cooperate with young people's groups in this work," she added.

Young people must be trained now. The fields of beautification, recreation, anti-litter campaigns are wide open. And projects such as these help combat juvenile delinquency, school drop outs, boredom.

As a member of the First Lady's Speakers' Bureau, Mrs. Freeman made mention of several youth projects which have proved successful in the Washington, D. C. area. She expressed amazement at the variety of successful projects in this state; the Conservation Camp, soil conservation in general; 100 per cent club participation in civic improvement projects. She remarked that West Virginia is the first state to call a second beautification conference as a follow-up to the White House one. She stressed also the fact that W. Va. Senator Jennings Randolph has been a staunch supporter of the beautification bill, and that we, as voters, should encourage him in this support.



Mrs. Freeman was welcomed to Wheeling and formal introduced by Charles Ihlenfeld, Wheeling mayor. Greeting her on behalf of Oglebay was Park Superintendent Earl Gaylor who expressed his pleasure that the 8100 members of state Garden Clubs had chosen Oglebay Park for this conference. The mayor also pointed out that Oglebay, with approximately 120 buildings on 1,200 acres of beautiful land, is perhaps the outstanding municipal park in the United States.

This conclave, with a theme "Planting Seeds of Progress", concludes tomorrow morning with an executive meeting. The installation banquet takes place this evening with state president Mrs. C. Manning Smith presiding. Mrs. Gene Combs, regional director from Kentucky, will install new officers.

Mrs. Orville Freeman (left), member of Mrs. Lyndon Johnson's Speakers' Bureau for Beautification, is pictured with Mrs. E. H. Polack of Wheeling, as she arrived at Oglebay's Wilson Lodge to address members of W. Va. Garden Clubs. Mrs. Polack is chairman of this 37th annual convention, currently being held at the Park. Greeting the two is Earl E. Gaylor, superintendent of Oglebay Park.

(N-R Photo — Muhleman)

Junkyard Law to Be Enforced, Oakes Tells Highway Agency

(Vermont Press Bureau)
MONTPELIER — Atty. Gen. James L. Oakes has told the Highway Department that he intends to enforce the new state law which gives the Highway Department authority to make rules and regulations for Vermont junkyards.

The 1967 Legislature turned the control of Vermont junkyards over to the Highway Department. It will have authority to license the junkyards.

"This office takes a very strict view of the terms of the legislative mandate. We think the Legislature means business and meant the law to be enforced," Oakes wrote to the Beautification Committee of the Highway Department.

The new state law became effective last Saturday.

The Highway Department is now drawing up the regulations for the junkyards.

"Unless a person has both a certificate of approval for location and a license to operate a junkyard business, such a business is unlawful," Oakes said about the new state law.

Under the new law even when the junkyard operator has a license all yards must be screened by a fence at least six feet high or vegetation which hides the bulky, rusty objects.

"It is a matter of personal knowledge to undersigned, as it is to anyone traveling the highways of Vermont, that a small percentage of the junkyards so defined are in compliance with the law," the attorney general said in his letter.

Oakes also told the committee that in view "of the serious impact continued violations of the law will have on the economic growth of the towns of our state, may we suggest that you set a series of deadlines for compliance with the acts so as to proceed promptly with the enforcement of the law in the most flagrant instances of abuse."

Submitted by: A. R. Purchase
Division Engineer
Montpelier, Vermont

Submitted by: A. R. Purchase
Division Engineer
Montpelier, Vermont

The Rutland Daily Herald
Rutland, Vermont
July 4, 1967

Appeal Sign Law Ruling

Micalite Firm Asks State Supreme Court to Overturn Decision.

(Vermont Press Bureau)

MONTPELIER — The first legal test of Vermont's new anti-billboard law is being carried to the Vermont Supreme Court.

The Micalite Sign Corp. is appealing a decision of Superior Judge William C. Hill in denying an injunction prohibiting the state from removing a billboard advertising the Tavern Motor Inn here.

The appeal was taken to the high court on Friday. It probably won't be argued before the court until the October term and a decision won't be rendered until the January term.

The Superior Court judge only ruled on the merits of the petition dealing with the state's right to rip down the large sign.

The case was heard several weeks ago in Washington County Chancery Court.

The judge refused to rule on whether the state should pay compensation to the sign company once the sign comes down.

The state contends that it doesn't have to pay compensation because it can remove signs under the police powers of the state. This was decided as a result of a 1941 Vermont Supreme Court decision.

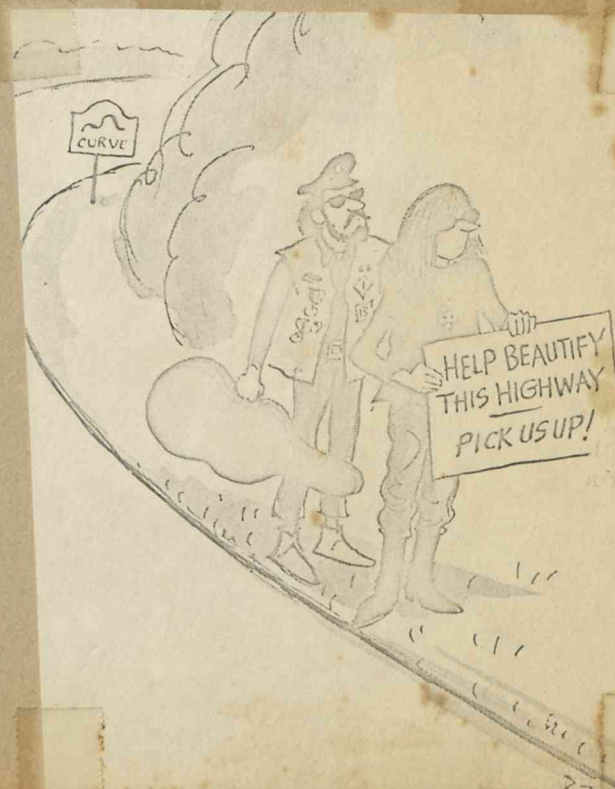
Since the judge didn't rule on the compensation section and since the appeal has been taken of the removal order, the Micalite Sign Corp. of Westmoreland, N. H., can leave its sign up until the matter is settled.

One section of the new billboard law the state Legislature approved this spring, says that all off-premise signs must be taken down if they are visible from either Interstates 89 or 91.

This new provision doesn't apply to on-premise signs — those located on the property they are advertising.

Thus, a billboard in Bolton advertising the Bolton Mountain Ski area, which is visible from Interstate 89, is legal, according to an interpretation by the secretary of state's office.

The sign is legal because it is located on land owned by the Bolton Ski Area. The land is also contiguous with land where the ski facilities are located, even though it's five miles away.



The Burlington Free Press
Burlington, Vermont
July 12, 1967

Submitted by: A. R. Purchase
Division Engineer
Montpelier, Vermont

Unzoned Industrial Area Defined

State Highway Board Begins Enforcing New Junkyard Law

Free Press Capitol Bureau

MONTPELIER — The Vermont Highway Board started its giant task Tuesday of enforcing the state's new junkyard law by defining an unzoned industrial area as one with two industries within a quarter-mile stretch of highway.

The stringent definition was approved on the recommendation of Atty. Gen. James L. Oakes after the Board conferred with Asst. Atty. Gen. Louis P. Peck.

The junkyard law — passed by the 1967 Legislature in an attempt to preserve Vermont's natural beauty — prohibits junkyards and automobile graveyards within 1,000 feet of an interstate or primary highway. It also prohibits junkyards farther away if they are visible from the highway and it makes it mandatory for all existing junkyards to be screened by trees, hedges or natural growth. However, it allows junkyards in zoned or unzoned industrial areas. The law was written to give the Highway Board authority to define an unzoned industrial area.

The board also defined an industry as one engaged in the manufacture and assembly of products to be used off the premises and it excluded food from those products.

Members of the Highway Board made it plain they intend to enforce the new law and

will hammer out any regulations necessary to this enforcement, but they did not deny it would be a mammoth job.

There are an estimated 8,000 junkyards in Vermont, all of which must be licensed at a \$25 annual fee, under the new law.

The Highway Department is charged with the responsibility of completing a survey of all the junkyards in the state by Jan. 1, 1968.

The law requires every junkyard owner — and this includes any person with three or more junked cars on his property which are visible from the highway — to furnish the local selectmen or zoning board with information on the location by Sept. 1 and to pay the license fee of \$25.

Failure to do this will result in a fine of from \$1 to \$10 daily.

The Highway Department was designated as the state agency to enforce the junkyard law.

At the same time it was given the responsibility and power to make up rules and regulations, determine the effectiveness of screening and conduct a continuing survey of the status of junkyards.

The Board was authorized to compensate junkyard owners for costs incurred in screening and for removal of junkyards which cannot be screened to make them invisible from the highway.

The law also provides that any junkyard which cannot be effectively screened from sight of the highway must be moved by July 1, 1970.

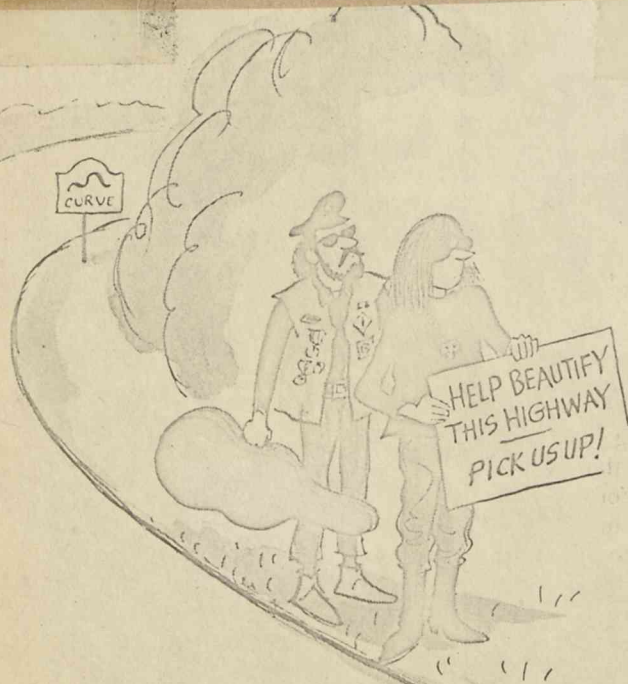
PROV. (R.I.) JOURNAL 7-1-67

An Important First

Being first among the states to sign a billboard control agreement with the federal government is a distinction that suits Rhode Island in view of its interest in highway beautification.

The signing also provides early assurance that the state will suffer no loss in federal highway funds for failing to adopt an acceptable control program by Jan. 1, the deadline set by Congress. Fiscal and physical tidiness in this case harmoniously go hand in hand.

Now the job for the state Department of Public Works is to bring about gradual elimination of non-conforming billboards. That will be the real prize.



STOBEY

The Burlington Free Press, Burlington, VT. July 11, 1967

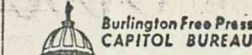
Although All Perfectly Legal

Hoff Urges Removal Of 3 Road Billboards

MONTPELIER — Gov. Hoff issued personal appeals Monday to three Vermont business concerns asking them to remove "on-premise" billboards along Vermont's highway system.

The appeals were made to the Bolton Valley Corporation which has a large billboard on its property beside Interstate 89 in Bolton; to the "25,000 Gifts of Hartford," and to the Mobil Oil Co. which has petitioned for a sign in Weathersfield.

The signs are all on property owned by the busi-



nesses, and although it is legal to have on-premise signs, Gov. Hoff observed rigid public enforcement is crucial to the implementation of the new state and federal highway beautification regulations.

The first such appeal, made by Gov. Hoff last summer to a New York firm, was successful. The firm quickly removed a large billboard on Interstate 89 in Waterbury advertising Ausable Chasm. The billboard was legal since it was situated on an unzoned commercial area in Waterbury, even though it faced Interstate 89.

"I respectfully appeal to you, as Vermonters, to consider our state's natural beauty and your own interests, as businessmen, in preserving this wonderful attribute," said Hoff in each of the three letters.

He also noted a proliferation of signs in many areas of the state.

"I am advised, for example, there are more signs along Vermont 100 in the seven-mile

stretch between the Waterbury interchange and the Village of Stowe than there are on all the highways in Grand Isle and Essex Counties, combined," he said.

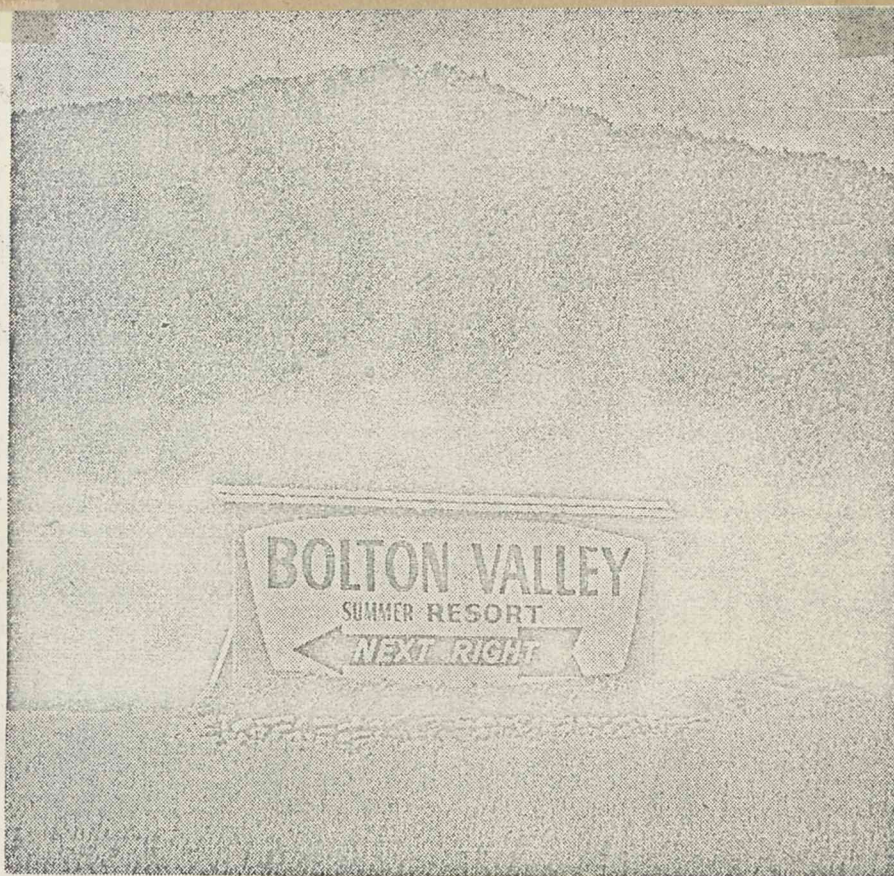
Secretary of State Harry H. Cooley had planned to take legal action to have the Bolton Valley billboard removed.

However, Assistant Atty. Gen. Louis P. Peck ruled the sign was perfectly legal even though it is seven miles from the ski development because it is on land owned by the corporation, and this land is contiguous to the ski development.

Indeed, the corporation owns almost half the land in the town of Bolton with its property stretching from the interstate highway over to the town of Huntington.

Hoff praised Andrew A. Titcomb of Perkinsville, the billboard administrator of Weathersfield, for his skill and firmness in negotiations with Mobil.

He noted 74 Vermont communities, most of them in the central and south central section of the state, now have billboard administrators.



Gov. Hoff has appealed to the Bolton Valley Corporation for removal of this billboard which is visible from Interstate 89 in Bolton.

Submitted by: A. R. Purchase
Division Eng.
Montpelier, VT

Board Law Revisions

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advertises Vermont as the
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Marjorie
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Mrs. Harold A. Mayforth of
Burlington, past president of
the Federated Garden Clubs,
pointed out not one single
Vermont - based advertising
company advertises on bill-
boards in the state.

"It is vital to the motel and
hotel trade to have more ad-
vertising on the highways," said
Elmer Premo of Burlington,
president of the Vermont Hotel
and Motel Association, and
owner of the Redwood Motel.

Robert Condon, president of
the Roadside Advertising
Committee of the Vermont
Hotel and Motel Association,
declared directional signs are
the lifeblood of the small
businesses in Vermont.

said he is in favor of smaller
signs despite the fact he has
two large controversial bill-
boards, himself.

He explained he has been put
in the position of fighting back.
"I think limiting the size of
the signs is good, but it is
dirty pool to limit the distance
they can be placed from the
highway so they can't be read,"
he said.

10-D—THE DETROIT NEWS—Sunday, July 16, 1967

GM to Study 'Mapless' Highway Routing System

By ROBERT W. IRVIN
Detroit News Automotive Writer

The motorist of the future
may travel to his destination
without using maps or road
signs, taking instructions in-

stead from automatic commu-
nications equipment inside the
car.

This is the goal of a new
highway route and guidance
system under study by the

General Motors Research Lab-
oratories.

Dr. Lawrence R. Hafstad,
vice-president in charge of the
laboratories, said the Federal
Highway Administration has
has awarded GM a one-year
\$493,000 contract to develop
hardware for and to evaluate
such a system.

"ROUTING experiments will
be tailored to answer such
questions as whether a routing
system would decrease travel
time, driver stress and traf-
fic problems in general," GM
said. "Both rural and urban
traffic networks will be con-
sidered in the study."

GM explained how the sys-
tem might work.

At the start of a trip, the
driver dials his destination
code into route guidance
equipment inside the car. The
vehicle then automatically
transmits the code to roadside
equipment at key points along
the way.

After processing the code,
the roadside equipment —
either by voice or by visual

display inside the car — trans-
mits the proper routing in-
structions to the driver.

Hafstad said the roadside fa-
cilities also could perform sev-
eral other useful functions,
such as recording traffic counts
and collecting data on vehicle
destinations.

"EQUIPMENT for individ-
ual intersections could eventu-
ally be connected to a central
traffic control offering com-
puter-operated route guidance
and up-to-the-minute traffic co-
ordination based on existing
conditions," GM said.

The project is the latest in
a series of highway communi-
cation programs conducted by
GM.

Several months ago, the GM
laboratories demonstrated an
experimental Driver Aid, In-
formation and Routing system
which guides the motorist to
his destination from a display
panel on the dashboard. Delco
Radio also has developed sev-
eral experimental systems and
will take part in the new
project.



MINIATURE ROAD MAP — A traveler's road
maps in the future may be compressed into micro-
modules like the one held by Nancy Monteith, a
General Motors stenographer. An automatic system
built up from such electronic modules is one ap-
proach to vehicle routing which the GM Research
Laboratories will explore under a federal contract.

1962, where this is a principal home for them, and their claim has been invalidated or relinquished, to continue to reside in their home.

It has been a tradition in the mountain West that a private citizen may go upon the public lands, to stake a mining claim, and thereafter to have and retain a possessory interest immune to interference from anyone. The power of the Government to challenge the validity of a mining claim has been recognized, but the Government traditionally has interfered little, and locators and their successors in interest have felt secure in their right to possession.

The act provides relief where it would be a hardship for these people to give up the homes they have constructed and improved over the years.

Because the Public Land Law Review Commission is making an extensive and thorough study of public land problems, the expiration date of the proposed extension is designated as 1 year after the Commission makes its final report. The report is due by December 31, 1968.

As chairman of the Senate Public Lands Subcommittee it is my intention to schedule hearings on the proposed amendment at an early date.

The PRESIDING OFFICER. The bill will be received and appropriately referred.

The bill (S. 2121) to extend the provisions of the act of October 23, 1962, relating to relief for occupants of certain unpatented mining claims, introduced by Mr. CHURCH (for himself and Mr. BIBLE), was received, read twice by its title, and referred to the Committee on Interior and Insular Affairs.

A BILL FOR SCENIC DEVELOPMENT AND BEAUTIFICATION OF THE INTERSTATE AND SCENIC HIGHWAY SYSTEM

Mr. MAGNUSON. Mr. President, I send to the desk, for appropriate reference, a bill to improve and simplify the Highway Beautification Act of 1965.

Mr. President, the 89th Congress enacted a bill to help make driving more relaxing, more enjoyable, and more safe. With this new law one would supposedly be free to enjoy the countryside unmarred by man's visual pollution of the scenery, and he would be able to see important informational aids without the need for a time-consuming, frustrating, and often dangerous search through a hodgepodge clutter of signs created for the very purpose of diverting the harried driver's attention. These are admirable goals and many Congressmen hoped these goals would be achieved by the 1965 act.

However, there has been extensive comment throughout the Nation that the 1965 law, which we all knew was not perfect, is indeed not workable. Up until a month ago, no State had yet signed an agreement with the Secretary of Transportation to implement the 1965 law—apparently two States have signed up in the last 2 weeks. This is indication enough that the law, in its present form, enjoys little support—it certainly has had little effect.

In 1961 in a special message to Congress, President Kennedy said:

The Interstate Highway System was intended, among other purposes, to enable more Americans to more easily see more of their country. It is a beautiful country. The System was not intended to provide a large and unreimbursed measure of benefits to the billboard industry, whose structures tend to detract from both the beauty and the safety of the routes they line. Their messages are not, as so often claimed, primarily for the convenience of the motorist whose view they block. Some two-thirds of such advertising is for national products, and is dominated by a handful of large advertisers to whom the Interstate System has provided a great windfall.

The bill I introduce today is intended to improve and simplify the Highway Beautification Act of 1965. It would initially protect fewer miles than specified by the 1965 law, but is intended to protect them well and to provide a solid foundation and a high standard for the States to build upon to advance their own laws for scenic development and beautification of their roadsides. I believe this bill would provide the degree of roadside protection and scenic development and beautification that the public has been led to expect.

Earlier this session, I introduced S. 539 to remove the mandatory compensation feature of the 1965 law. The bill I introduce today takes advantage of the comments I have received concerning that bill as well as comments received about similar bills introduced in Congress.

Under the bill, the new 41,000-mile Interstate System, which will be completed in less than a decade at a cost of over \$40 billion, will be fully protected.

This is a new highway network, and because much of it is yet to be completed, the billboard and junkyard investment along its length is relatively minimal.

In addition, the bill provides that each State would designate 10 percent or more of its total mileage of primary and secondary highways as scenic roads. The scenic road system would be protected in lieu of the entire Federal-aid primary system as contemplated by the 1965 law. This approach was chosen because most of the primary highways are several decades old and much of the roadsides are occupied by commercial strip developments, including extensive investments in both billboards and junkyards. The expense of relocating or removing billboards and junkyards along these roadsides will not, in many cases, really improve the roadsides since the other commercial developments would remain.

Mr. President, I believe we would all agree that each State is a better judge about which of its many miles are scenic than is Congress. Therefore, the bill provides that the States select highways which they consider the most scenic subject to some commonsense guidelines specified in the bill. Some States, particularly those well endowed by a bountiful nature, will undoubtedly designate considerably more mileage than the minimum called for by my bill. In this latter situation, the bill provides for a small bonus in Federal assistance for new construction.

The so-called superbillboard far removed from the roadway yet so large that they are visible to the traveler was not guarded against in the 1965 act. Because this type of billboard presents a problem of serious dimensions, it was decided to include a provision in the bill which provides Federal control where the State decides that such signs should be regulated.

Most of the States have authority, by virtue of their constitutions, to require the removal of billboards after a just amortization period without the necessity of restoring to eminent domain. The bill I have introduced today will allow the States to provide for effective control of the erection and maintenance of billboards along the Interstate System and the scenic road system by the method most suited to the laws of the particular State.

There is nothing new or radical to be found in this provision. Prior to the present act, some 25 States agreed to control billboards along Interstate Highways, the vast majority doing so through their police power. The present act provides a 10-percent loss of Federal aid for any greater use of the police power by these States, while other States are penalized for using such powers at all. In effect this section of the bill says that if the States compensate for removal, the billboards must be removed within 2 years after becoming nonconforming. If, however, the States choose not to pay compensation, the Federal Government will compensate the billboard owner by allowing the billboard to remain intact for 5 years after becoming nonconforming.

A major deterrent to effective implementation of the 1965 act will be the cost involved. The Secretary of Transportation has estimated that it will cost \$558,610,000 to remove nonconforming billboards. These costs would be substantially reduced if States having the power to remove billboards without compensation were allowed to exercise that power. Another factor in costs which should not be overlooked here is the reduction in costs that would result by including only a portion of the secondary and primary systems in the act, as this bill would do. Although less mileage will be controlled, it will be more effective than at present.

In addition, this subsection will allow the States to avoid problems of discrimination arising under the present act. Difficulties result when a State, under its police powers, removes billboards from secondary highways without paying compensation, but is at the same time obliged under Federal law—or lose 10 percent of its Federal highway assistance—to compensate billboard owners for signs removed along interstate and primary roads. Suppose, for example, that a State decides to control billboards on highways not encompassed in the 1965 Federal act. The State may order removal without offering to compensate. Meanwhile billboard owners with displays on interstate highways must be compensated under the Federal act. The result is that two billboard owners in the same State receive different treatment. A serious question of equal protection arises. The

PETALUMA SHOPPER—11A
Petaluma Argus-Courier — Wed., July 26, 1967 —

Plastic Flowers On Freeways?

SACRAMENTO (AP) — The same kind of realistic plastic flowers and greenery you see sprouting these days might be the coming fashion in freeway landscaping.

The possibility — with an economy-safety theme — was suggested by California Highway Commission member Vernon J. Christina of San Jose at a commission meeting recently.

He proposed that the \$1.5 million spent annually on watering and keeping up freeway landscaping might better be used making high-fatality roads safer. "I've seen some wonderful

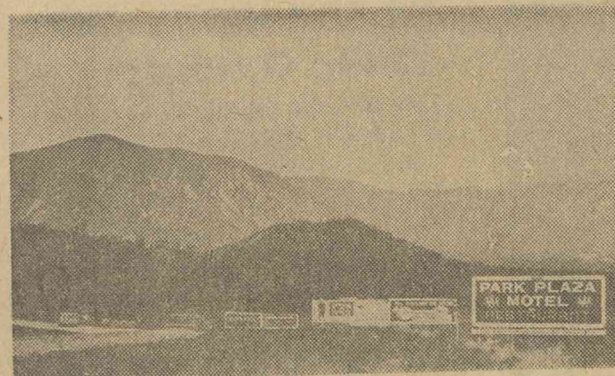
things done with plastics," he said.

But so far the pseudo-shrubbery isn't wonderful enough to be used on the road, said Donald Van Riper, State Division of Highways landscape architect.

Van Riper said the idea has arisen before but has been rejected because the plants are not yet economically feasible or "aesthetically convincing."

"Even Disneyland itself uses live plantings," remarked Commissioner Alexander Pope of Los Angeles.

Boy, 8, Counts Signs for Lady Bird



"... 818 signs ... on the right-hand side."

The fight for highway beautification has been joined by an 8-year-old Fresno, Calif., boy who knows who is who in Washington as well as his arithmetic.

The following letter was received at the White House addressed to Lady Bird Johnson:

"Dear Mrs. Johnson,

"I was on my way home from Bakersfield to Fresno and I saw 818 signs all on the right hand side of the road. My name is Michael Reckling . . .
"P.S. I think you should get rid of those signs."

Stiff Billboard Law Weighed

Ban on All Off-Premises Signs, Strict Limits for On-Premises Eyed.

(Vermont Press Bureau)
MONTPELIER — Gov. Philip H. Hoff said Wednesday that a proposal to ban all off-premise billboards in Vermont and stiff regulation of on-premise billboards is a "concept well worth exploring."

Rep. Theodore Riehle, R-11-2, of South Burlington, made the suggestion earlier this week and it was adopted in principle by a Legislative Council committee.

The governor told his weekly news conference, between answering two telephone calls and announcing a new expansion for an industry in Newport, that "We all want to get rid of billboards, but we also need some sort of identification."

Hoff was referring to the need to get motorists off the highways for gas, food and lodging and other activities.

Riehle proposed that the hotel-motel industry and other services for motorists be allowed to erect state-owned directional signs along the highway right of way.

On these directional signs would be symbols for gas, motels and hotels and restaurants, instead of words.

Riehle's idea is patterned

after the system used in northern Europe.

Hoff also said that former Vermont Highway Commissioner Russell A. Holden had agreed to put up some directional signs along the right of way as an experiment.

However, Hoff didn't know if Holden had actually ever put up the signs.

The governor said Holden was working with Robert Garside, executive director of the Vermont Petroleum Association, on the experiment. Garside was unavailable for comment on the arrangement with Holden, but Riehle said Wednesday that such an experimental sign was actually erected on a Vermont highway and then taken down six hours later.

Riehle listed Garside as his source of information.

No one at the Highway Department Wednesday could give any information about the Holden-inspired experiment.

Holden resigned as highway commissioner July 1.

Hoff did say that the signs that Holden had made up for the experiment were in storage at a highway garage, and that he wanted to take a look at them.

Hoff wouldn't say whether he wanted to try erecting the signs advertising gas stations on the right of way of the highway as an experiment.

"It might be interesting to

try it on a pilot basis," is all Hoff would say.

The U. S. Bureau of Public Roads is trying an experiment in Virginia by erecting a state-owned highway directional sign advertising a gas station by an emblem.

Shell Oil is advertised by a yellow shell, for an example.

The symbols are used because it is felt that many people travel with credit cards. In Vermont, directional signs on the interstate now say "gas, food, and lodging" — without naming any brands.

The state has said that all billboards are banned from the right of way of the highways. It does this under the police powers of the state.

The governor also predicted that, whatever happens to the billboard legislation before the 1968 General Assembly, on-premise signs will be subject to regulations.

The bulk of the state's anti-billboard laws deal with off-premise advertising.

While off-premise advertising has become restricted, gas stations, motels and hotels are trying to get around the law by building "high rise" on-premise signs to be seen far away.

The Billboard Committee of the Legislative Council has become concerned about these signs which its experts will proliferate if the state doesn't act.

Retort

(Vermont Press Bureau)
SOUTH BURLINGTON —

Rep. Theodore Riehle, R-11-2, of South Burlington, drew blood the other day when he said the on-premise sign advertising the Holiday Inn here was "gaudy and grating."

Riehle is the kind of politician who says what he thinks even when afterwards he sometimes wishes he hadn't said it.

But when he said earlier this week that on-premise billboards in Vermont should be regulated as well as the complete banishment of all outdoor advertising in the state, he meant it.

Riehle, who has a bit of playboy streak in him, always enjoys a good laugh.

After he was critical of the Holiday Inn sign, along with the Sheraton Motor Inn, the big boys started playing back.

On the Holiday Inn signs these days there is a new slogan:

"Discover Vermont before Ted buries it."

State Waits for Rules on Billboards

Detroit News Lansing Bureau

LANSING — Roadside beautification through removal of billboards, the goal of Mrs. Lyndon B. Johnson, is an idea, not a fact, in Michigan.

It's a slow-moving program around the nation, according to United Press International.

"Here in Michigan we have had no removals of billboards because we are awaiting federal standards," said Frederick E. Tripp, State Highway Department deputy director for administration.

"When the standards are announced, we will probably have to execute an agreement with the Federal Department of Transportation."

"We have state legislation on that matter, but it probably will have to be amended to conform with the federal standards."

UPI said the first year of the beautification program resulted nationally in 1,840 billboards being removed at a cost of \$425,000, an average of \$250 each.

Tripp said Michigan has removed certain advertising signs within highway rights-of-way but has decided billboard removals should await the federal rules and thus avoid potential mistakes.

He estimated that removals, when ordered, will also cost about the same as the national figure, \$250 each.

San Francisco, Calif
CARONCLE - 7/21/67

Plastic Doesn't Grow On Trees, Either

From Our Correspondent

Sacramento

Plastic shrubs along the highways?

The awesome thought was suggested yesterday by state highway commissioner Vernon J. Christina of San Jose.

The commission had just received a staff report revealing that \$10 million is

spent annually on freeway landscaping and maintenance — including \$1.5 million for watering.

It was that \$1.5 million for watering oleanders, etc., that startled Christina the most.

"Some of the most fantastic things in the world are being done with plastics

See Page 12, Col. 4

Plastic Fantastic Bushes

From Page 1

these days" he said — noting that plastic flowers or other forms wouldn't require watering.

Donald Van Riper, principal landscape architect for the Division of Highways, said his office had "explored" the idea of plastic installations along the highways — but not very seriously.

Cristina suggested that Van Riper ask manufacturers what they could produce

along this line.

While on the subject, Commissioner Alexander Pope asked Van Riper whether any kids had ever been poisoned chewing oleander leaves along the freeways.

Van Riper said no, but a young lady once was killed by a car while crossing a freeway to pick from a pomegranate tree the State had

planted on one median strip. He said they stopped landscaping with fruit trees after that incident.

No one asked what might happen if motorists started parking on freeways to collect plastic flowers, objets d'art or what not.

But Van Riper promised to study the whole thing further.

NYT - 6/30/66

STATE FACES CUT IN HIGHWAY AID

Signs Hanging From EIs on Some Roads Violate Law

By JOSEPH C. INGRAHAM

The state faces the loss of \$23-million in Federal road aid this year if the Transit Authority persists in letting advertising signs dangle from elevated structures over interstate expressways here, Federal and State highway officials warned yesterday.

According to the State Department of Public Works and the United States Bureau of Public Roads, the signs violate laws controlling outdoor advertising and the use of air space on the interstate system. The signs should be removed as soon as possible so that Federal funds are not jeopardized, the agencies said.

The right to authorize the use of air space above or below interstate highways is reserved to the Secretary of Transportation. State approval also is required. The transit agency has not been authorized to install such signs, said J. Burch McMorran, State Superintendent of Public Works.

In addition, the Highway Beautification Act bars signs within 660 feet of the right-of-way of the interstate network except for industrial or commercially zoned areas.

Penalty is 10 Pct. of Aid

The penalty for either violation is 10 per cent of Federal-aid-road funds. For fiscal 1968, starting tomorrow, the state's

allotment is \$229-million.

Even a single violation anywhere in the state could penalize the entire state, according to John A. Hanson, New York division engineer for the public roads bureau.

Mr. Hanson held that four signs in particular were in conflict with the law as well as having "an adverse effect on the safe and free flow of traffic."

According to State and Federal engineers two of the signs in violation are on the Cross-Bronx Expressway. One dangles from the Third Avenue El over all three eastbound lanes of the superhighway. The other is on the structure of the Pelham Bay line at Westchester Avenue.

The two other "unauthorized" signs are on the Van Wyck Expressway at Jamaica Avenue and on the Brooklyn-Queens Expressway at Roosevelt Avenue.

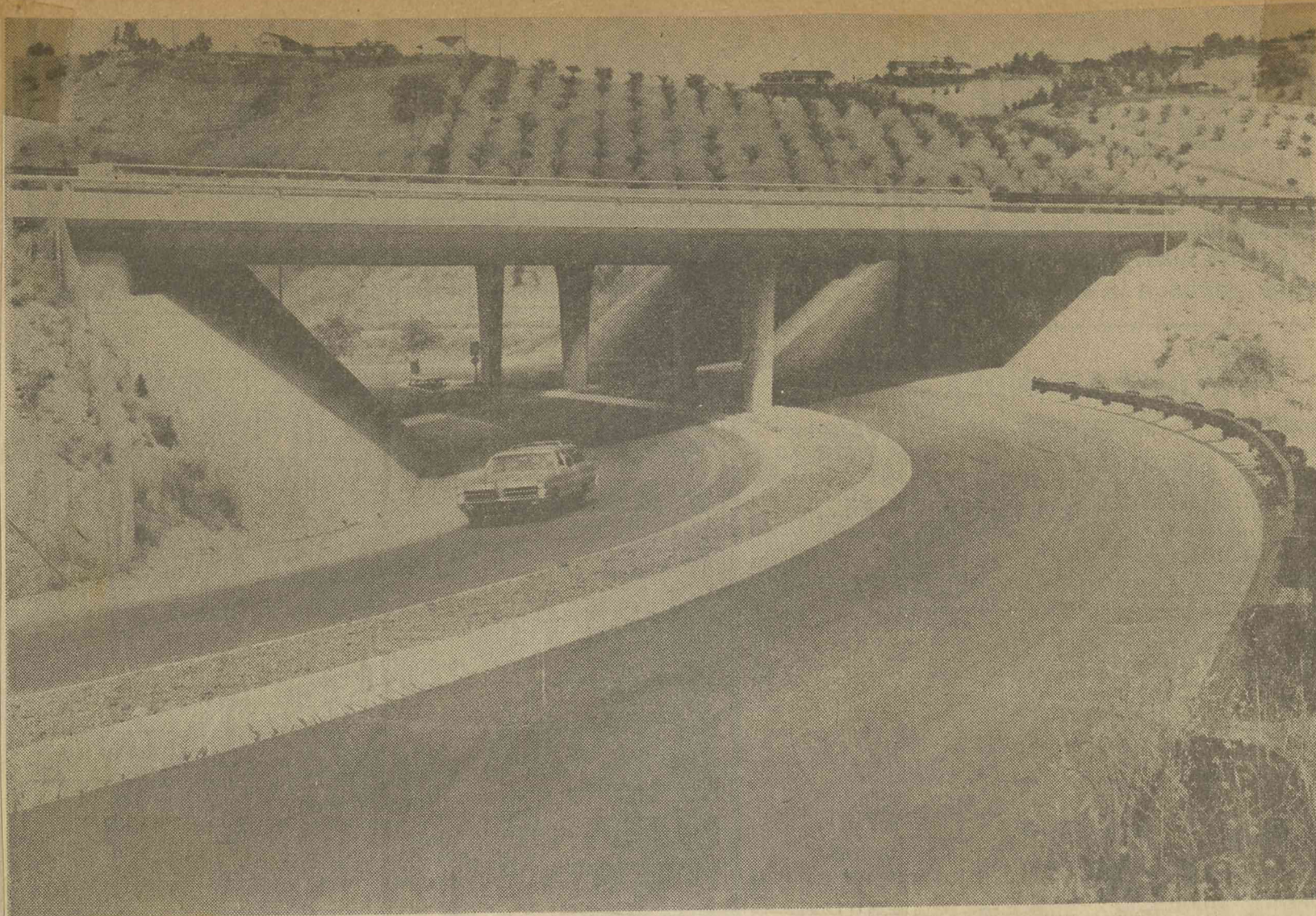
Says Facts Preceded Law

The Transit Authority acknowledged that it had leased space on its El structures for the four big signs over interstate roads but contended that the contracts had been made before enactment of the Federal law controlling signs.

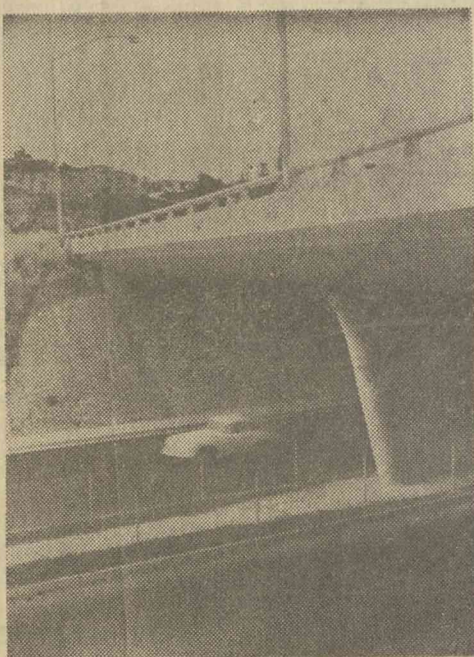
Therefore "we do not believe we are violating the law," said a spokesman for the transit authority, who declined to be identified. The agency said it had six other signs over highways and parkways not on the interstate system that were outside the law.

The ten signs produce more than \$200,000 a year and the revenue is a help in preserving the 20-cent fare, the spokesman asserted. The authority and Mr. McMorran agreed that the issue, first raised by the Automobile Club of New York, was in a "gray area," legislation was conflicting and the matter probably would wind up in the courts.

Gilbert B. Phillips, president of the auto club, said the signs "violated cardinal rules of highway safety as they induce drivers to take their eyes off the road, as well as impairing the highway beautification program."



Nine Miles of Beauty



Can freeways be beautiful?

The State Division of Highways thinks so, and offers these pictures as testimonial.

Shown is the newly opened, 9.3-mile stretch of Junipero Serra Freeway in Santa Clara County. It runs from Stelling Road in Cupertino to Page Mill Road in Palo Alto.

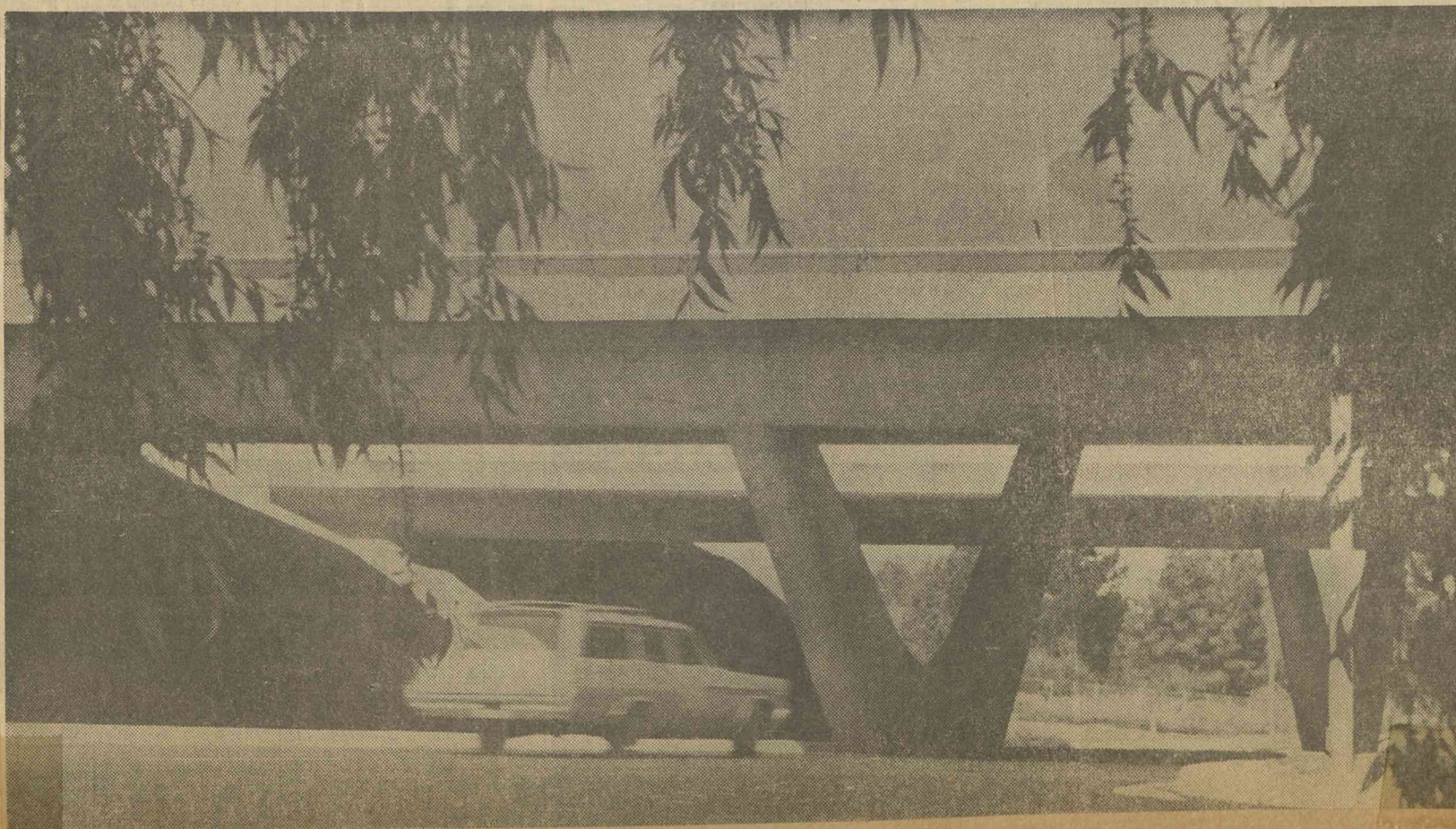
The photos depict some of the latest innovations in building highways pleasing to the eyes. They are also samples of what we will see at the northern limits of the 60-mile Serra freeway as it comes into San Francisco. Construction is now well along.

"Esthetics was the key word in design concept," Alan S. Hart, district engineer, told the dedication audience as the section pictured here was opened. He called it "the prototype of the kind of freeway we are building today."

Hart called attention to such pleasing characteristics as the slim-profile bridges, the boat-shaped decks and piers that blend with surroundings, the split-level roadways that hug the hills.

This 9-mile Serra link (Interstate 280) took 2½ years to build, cost about \$21 million.

The highway men pointed out that the roads will be even prettier when fully landscaped.



U.S. Called 1 of Worst on Billboards

From the Washington Bureau

WASHINGTON — Sen. John J. Williams, R-Del., yesterday accused the federal government of being one of the worst violators of its own antibillboard drive.

He said that since Congress passed a law in 1965 to crack down on outdoor advertising as part of the beautification campaign, the government has spent \$4.5 million putting at least 70,000 billboards throughout the country.

About 69,000 billboards are the signs erected by the Department of Transportation to tell the cost of new highway construction. The remainder were bought by the General Services Administration for the construction sites of new federal buildings.

"They are put up so that the voters in the next election will understand that the building project or road is a result of the benevolence of one of the Great Society programs," Williams said.

It's gone so far, he added, that some cynics think the government is about to buy 50,000 signs to tell the American people about the Johnson Administration's violent objection to billboards.

U.S. Road Aid Given to State

From the Washington Bureau

WASHINGTON — The Transportation Department yesterday released \$7,347,377.51 in federal highway funds to finance Delaware road construction.

The allocation includes \$4,763,377.51 allocated a year ago but deferred by order of President Johnson as a move to reduce inflationary pressures.

The remainder is the regular allocation for the first quarter of the 1968 fiscal year, which begins Saturday. The money comes from a trust fund composed of revenues from excise taxes on gasoline, tires and related items.



Staff Photos

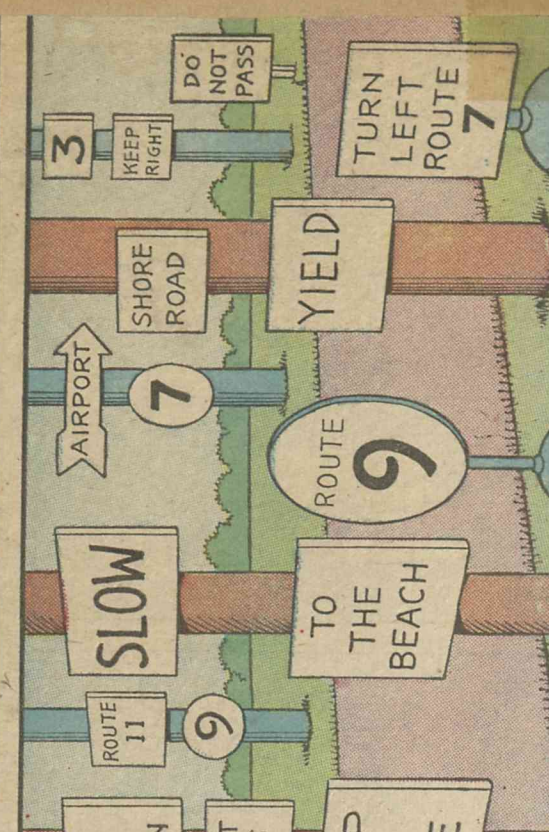
Natural attractions can advertise, although sign at left now illegal because of size



Cluster of signs greets visitor entering city on 581



Billboards clutter site rezoned commercial for a warehouse



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JULY 30

RUTLAND HERALD

158.

RUTLAND, VERMONT, TUESDAY MORNING, JULY 4, 1967.

16 PAGES

U.S. Anti-Sign Law Met by State

Vermont Law One of Few to Comply With Federal Highway Beautification Act; Highway Funds Are Assured by Agreement.

(Vermont Press Bureau)

MONTPELIER — Vermont became one of the few states in the nation last week to sign an anti-billboard agreement with the federal government, thus ensuring that the state won't lose \$2.5 million of federal highway funds in January.

The state agreement, signed by outgoing Highway Commissioner Russell A. Holden, means that Vermont is now one of the few states in conformity with the 1965 highway beautification act — known as the Ladybird bill.

If the state didn't sign the agreement by Jan. 1, 1968, it would have been subject to a 10 per cent penalty of its annual federal highway apportionment.

Based on expected apportionment for next year, this would have been about \$2.5 million.

Deputy Atty. Gen. Louis P. Peck said Monday only a few states have signed the agreement.

"Vermont might well be the first state, but I think there have been one or two others which have also signed," Peck said.

The agreement contains the provisions of Vermont's 1967 billboard law prohibiting all off-premise billboards within sight of the interstate highway system.

Peck said Monday he thinks this is one of the toughest laws against billboards in the nation. Billboard interests are already testing the law in the Vermont courts.

While Vermont signed the agreement, the billboard lobby is hard at work in Washington trying to gut the provisions of the 1965 federal highway act.

Peck said the Vermont agreement, signed on June 26, would be useful for the U. S. Transportation Department in defending the billboard law before congressional hearings.

"An executed agreement with the state which now has one of the best billboard-control laws in the country can be helpful, I am sure," Peck said of the agreement and its importance to congressional hearings on the billboard legislation.

The agreement with the federal government is only an agreement of minimum standards. Subsequent Vermont legislatures can make stiffer laws and the federal government will amend the agreement to take into account the stiffer provisions.

The agreement contains provisions of Vermont law which say all billboards will be at least 750 feet from the

nearest edge of the right-of-way of the primary highways.

The agreement also says that no sign shall be larger than 300 square feet in surface area.

One of the provisions in the agreement defines an unzoned commercial or industrial area as a place "where within a space not exceeding 1,000 feet along the center line of the highway there are located not less than three places of business which conduct their business activities on a year-around basis."

This was the language of the 1967 law, recently approved by the Vermont Legislature.

Thus, if future legislatures want to change the law and make it stiffer the agreements between the state and federal government won't be jeopardized.

This agreement, according to Peck, doesn't alter in any way the state's 1961 agreement with the federal government that it will receive bonus highway funds if it has billboard laws stricter than the federal standards.

Since the state does have billboard laws stricter than the federal standards, the one-half of one per cent bonus payment will remain. Last year this totaled some \$230,000 in bonus funds.

The 1965 federal billboard law must be complied with by Jan. 1, 1968, or states lose federal highway funds.

However, congressional critics, spurred on by the billboard lobby, have been attacking the legislation saying it is going to cost the federal government too much money.

Even some of the proponents of the 1965 federal legislation have joined in the fight to weaken the bill.

In many states the law is going to impose some hardships and this may be another factor in attempts to weaken it.

The federal legislation regulates billboards on highways — in many cases outlawing many of them — screening junkyards and scenic enhancement of roadsides.

The federal act is toughest on the rural areas because it cracks down on off-premise signs.

It has been estimated that in urban areas some 90 per cent of the signs are on-premise signs.

(See Page 8: Agreement)

Agreement

(Continued from Page One)

The law affects off-premise signs only.

The federal highway billboard law of 1965 has created much confusion in Vermont, especially with the Legislature.

The 1966 Legislature wrote new anti-billboard control legislation in order to comply with the 1965 federal act.

However, it also found out that in doing so it opened up some loopholes in the Vermont law.

The 1967 Legislature tackled the billboard problem again and put some more teeth in the Vermont law — notably the no-signs-visible-from-the-interstate section.

However, there was so much confusion over the billboard laws the Legislative Council was empowered to completely re-write the state laws.

Riehle Would Ban Billboards in State

MONTPELIER — All billboards would be banned in Vermont under a revolutionary proposal made here Monday by Rep. Theodore Riehle, R-11-2, of South Burlington, and endorsed in principle by the Legislative Council Billboard Study Committee.

Riehle's proposal calls for establishment of a state-owned system of directional signs for Vermont service industries, regulation of the size and shape of on-premise business signs, and creation of a committee on aesthetics to supervise erection of on-premise signs.

The committee authorized Riehle to work out a rough draft of a bill to encompass these proposals, and he will submit this draft at an Aug. 21 meeting here.

"Vermont would lead the nation with passage of such a law. We could erect a sign at the entrances to the state, stating, 'Welcome to Vermont. This is the only billboard you will see in Vermont,'" said Riehle.

Since state law supersedes local laws, the Riehle proposal would result in the elimination of all billboards and advertising signs in the cities and towns in Vermont, except for on-premise signs.

Here is the proposal which he outlined to the committee:

- Completely ban all off-premise signs on all roads, including the interstate and primary systems and the secondary road system and even the dirt roads which have no route numbers.

- Phase out present billboards without compensation, giving each owner a year or more before taking down the sign so he could get a return on his investment.

- Allow on-premise signs advertising the business which is conducted on the premises, but regulating the size and shape of such signs.

- Create a Committee on Aesthetics, possibly made up of local people or possibly a state committee, to work out the details of each on-premise signs and make other judgments in their regard.

- Place symbol signs on the interstate highway system in place of the present signs which announce gas, food and lodging are available at the inter-



Burlington Free Press
CAPITOL BUREAU

change. These signs would contain the picture of a bed if a motel or hotel were available; a picture of a knife and fork for a restaurant; and a picture of a gas pump for a service station.

- Allow each place of business four state-owned signs on the primary system. These signs would be directional ones, allocated one each to four different approaches to each tourist place, and containing along with the symbol the names of the available hotels or motels.

These signs would be erected in the right of way, would be of a uniform size, and would be maintained by the state with each place of business using them paying an annual maintenance fee.

"I don't think there is any need for billboards in Vermont advertising national products," declared Riehle.

He said apparently the people of the state agree with him as he has received a deluge of mail — all against billboards. He said at first he received mail from organized groups, like garden clubs, but added in the past week he has received a quantity of letters against billboards from individuals.

"I think if we had a



Rep. Theodore Riehle, R-11-2, of South Burlington explains his proposal to ban billboards.

referendum there wouldn't be a billboard left in the state," he said.

Riehle said on-premise signs must be regulated because of the high-rise signs which are beginning to make their appearance in Vermont.

He was particularly critical of two signs in South Burlington, calling the sign put up by the Sheraton Motel a "monstrosity," but adding the new Holiday Inn sign is even worse.

Sen. Douglas Kitchel, R-Caledonia, chairman of the Legislative Council, suggested the committee limit the size of on-premise signs, and leave the aesthetics up to a local community committee.

The Burlington Free Press
Burlington, Vermont
July 25, 1967

Submitted by: A. R. Purchase
Division Engineer
Montpelier, Vermont

Congressional Report

Senate Acts to Keep Beauty Law Alive

The Senate overrode "guns versus beauty" objections yesterday to pass by a voice vote a one-year, \$85 million extension of the Administration's highway beautification program...

Sen. Jennings Randolph (D-W. Va.), the Senate floor manager, described it as a "minimal" authorization, which halved the President's request, but Republican critics said this is no time to give priority to "aesthetics".

Sen. Roman L. Hruska (R-Neb.) said he is not opposed to beauty—in fact he thought it "a wonderfully fine thing"—but it should come low on the list of wartime priorities.

Sen. John J. Williams (R-Del.) said he would like to postpone it until the Vietnam war is over.

But Sen. John Sherman Cooper (R-Ky.) supported the limited program. "We have kept it alive and that's all it amounts to," Cooper said. "If we dropped it now, I don't believe it ever would come back to life again."

The single-year authoriza-

tion provides \$5 million for control of outdoor advertising; \$10 million for control of junkyards; and \$70 million for "landscaping and scenic enhancement" of highways in the next fiscal year.

The program requires screening of junkyards and regulates erection and maintenance of outdoor advertising signs within 660 feet of the edge of interstate and primary road systems.

States that fail to implement the regulations could lose 10 per cent of their Federal highway money but Transportation Secretary Alan S. Boyd has said this penalty isn't likely to be invoked until well into the 1969 calendar year.

Press Intelligence, Inc.

WASHINGTON, D. C. 20001

Front Page Edit Page Other Page

BALTIMORE, MD.

SUN

M-187,635

E-208,722

S-339,849

AUG 31 1967

Beautification

Even the proponents of highway beautification agree that the program must be kept in perspective. With a backlog of urgent domestic problems facing Congress and with the realization that there must be a great deal of progress in halting the Vietnam war before any of them can be dealt with effectively, the question of beautification must necessarily rank well down on the list of priorities.

The perfunctory manner in which the Senate passed the bill to extend the Highway Beautification Act seemed to reflect this feeling. There didn't seem to be much interest in it one way or the other. But there is plenty of interest in it in the House—a lot of it negative. That's where the anti-billboard people have been most active. The Senate did some damage by granting only a one-year extension instead of the two requested by the Administration and by cutting the monetary authorization almost in half. But the House could do much the greater damage by changing

the whole focus of the program—as it may well do.

Through Secretary of Transportation Alan S. Boyd, the Administration has already let it be known it will accept one of the crippling amendments which has been proposed for it. This is a provision to give the states and localities a much greater say-so in the type of regulations to be imposed on the billboard interests. The question admittedly is so bound up with a complexity of local zoning laws that it may be impossible for the Federal Government to deal with it, uniformly, with any degree of competence—and Mr. Boyd insists of course that the states would not be allowed to develop regulations independently of his office.

One way or another, however, it is essential that the Beautification Act remain on the books. If it is killed now, its death may be permanent—and that would be a blow to everyone who feels that the countryside belongs to the public rather than a few special interest groups.

ROANOKE, VIRGINIA
WORLD-NEWS

E. 45,453

JUL 10 1967

Laws Limit--But Don't Stop-- Signs On Interstate

New Rules Make Some Illegal

Recent laws have slowed the proliferation of billboards on Interstate 81-581 severely, but it will be three years before the goal of largely sign-free throughways is achieved.

Even then, there will continue to be some billboards, legally erected as a result of several loopholes in the laws and regulations.

A tour of the 581 spur into downtown Roanoke, and of Interstate 81 north and south of the city reveals several score sign boards, but most of these are there because federal, state and local governments were laggard in imposing controls when the highway was located and under construction.

Most could not be erected under the present laws, which became effective Jan. 1, and most will have to come down when the protection of the grandfather clause expires in 1970.

Only two advertising signs have been erected legally since Jan. 1 on the 17-mile stretch from the Dixie Caverns interchange to the Fincastle interchange with U.S. 220. Another is to be built soon.

Both the new ones advertise motels, and both are set back the 660 feet from the interstate right of way required by the new law. They also conform to the limitation of 1,200 square feet of surface area. One actually is smaller, since its size is further restricted by Botetourt County's ordinance fixing a maximum size of 350 square feet, but allowing two signs of that size to be virtually blended into one.

Signs require permits from the State Highway Department and D. E. Bower, of the Salem district office, inspects their legality.

There are oversights. A sign for a Sunoco station was put up without a permit near the Fincastle interchange. After discovering the illegal sign, the department is now negotiating with the company either to take down the sign or bring it into conformity with the law.

It can be brought into conformity through one of the several exceptions to the 660-foot ban on billboards.

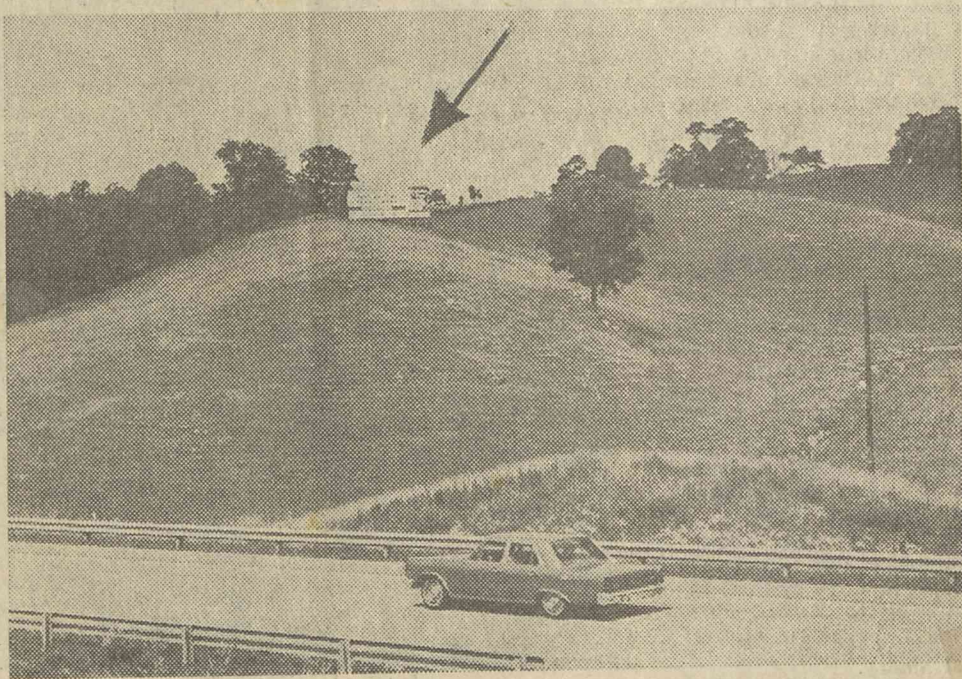
Sunoco can move its nearby station to the sign. This would make it an "on premises" sign, permitted within 25 feet from the right of way. On premises signs can advertise the business located on that commercial property, but not a business removed from the site.

And the name of the business must be as prominent as a brand name. A restaurant, for instance, must have its name in letters as large as the brand of the soft drink company that erected it.

Bower also pointed out a law which permits close-to-highway billboards advertising natural or historical attractions. Thus the interstate has billboards advertising Dixie Caverns, all within the 16-square-foot surface limit imposed on signs for this purpose.



Sign too close to road and changes will have to be made



This sign is required 660 feet from right of way

Signs within 100 feet of the right of way—on premises signs only under today's laws—cannot use flashing lights, moving parts or any word such as "stop" or "danger" tending to confuse motorists.

The 660-foot ban did not go into effect until April 1, 1966, and persons who had permits before then could put up non-conforming signs as late as last Dec. 31.

Under the old law, signs could be erected in the rights of way for country roads which once crossed the path of the highway but became dead-ends when the interstate was built.

Bower pointed out signs on each side of the interstate highway which sometimes are the only remaining indications of the abandoned roads.

On Interstate Spur 581 in Roanoke, signs were placed on land zoned for business before the city's new zoning law went into effect.

Signs march in clusters in two

city locations—one the office of a welding company near Tenth Street, NW and the second a tract zoned for a warehouse which never materialized. The planning commission had warned that the second tract would be used for billboards and there are now seven of them.

Paralleling federal law, Virginia's statute provides that these non-conforming billboards can remain until July 1, 1970. Under present law, they must then be removed with the state and federal governments paying the cost.

Unless the law is changed, the removal orders will apply to every billboard less than 660 feet from the road unless it happens to be a sign advertising a motel or gas station located there.

Bower said commercial zones or old roadbeds can no longer be sites for billboards.

Bower's job also includes issuing permits for signs on federally-aided arterial highways.

The state is now preparing rules that will apply interstate standards to these highways.

But today billboards may be erected near the right of way in commercial or industrial districts along arterial highways such as U.S. 460 and 11.

The distance is determined by local laws, with a 25-foot set-back required in Roanoke County and a 35-foot set-back in Botetourt. Local law also governs height of billboards.

The state says that signs must be spaced at least 300 feet apart on interstate roads, 200 feet on arterial highways and only 100 feet on highways with a speed limit under 50 mph.

Sign companies must submit to the State Highway Department a sketch of a proposed sign and stake out its location. Bower then visits the site to determine whether the sign is legal. If it is, the sign is erected



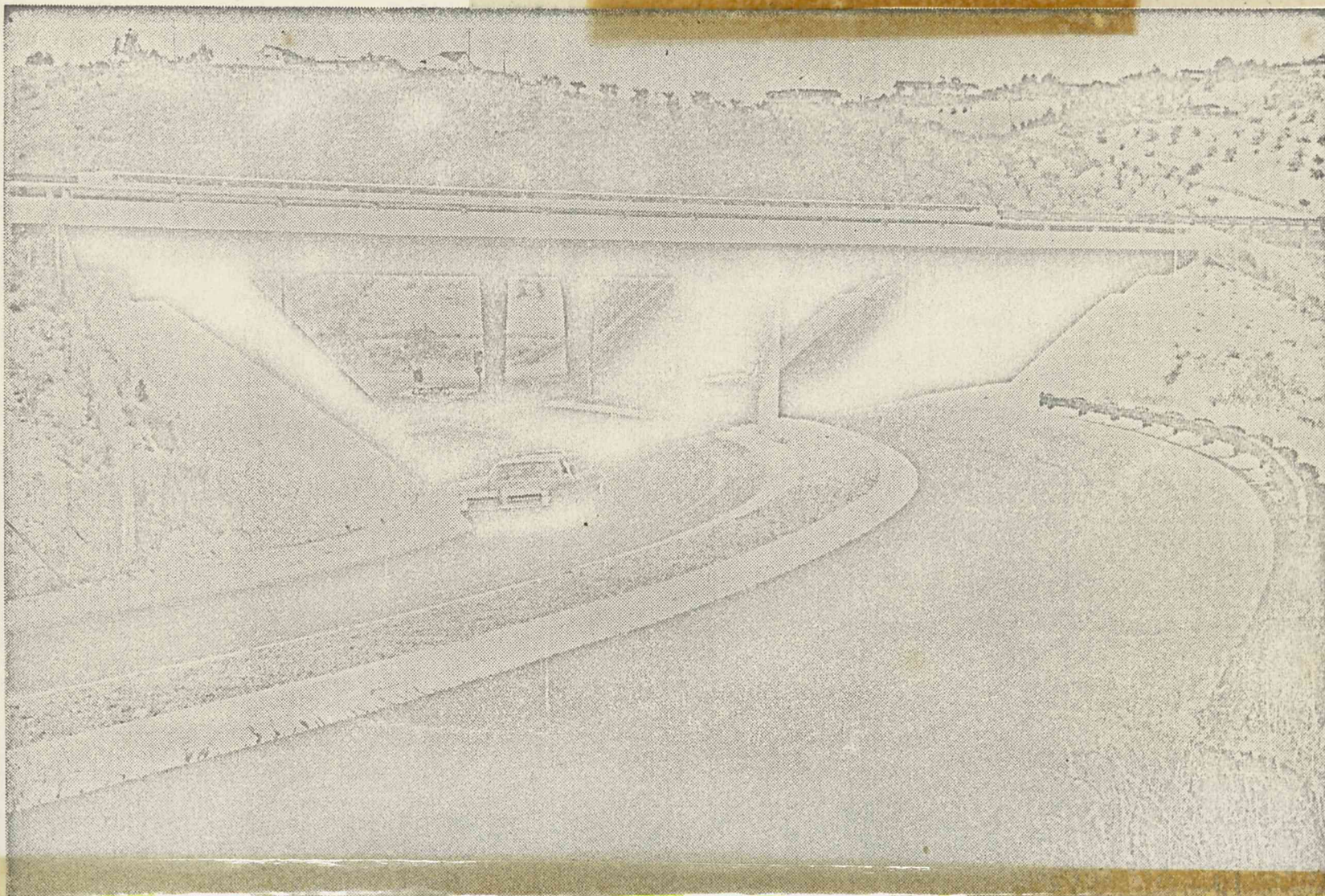
D. E. Bower
Checks legality

before Bower makes a final inspection of the completed sign.

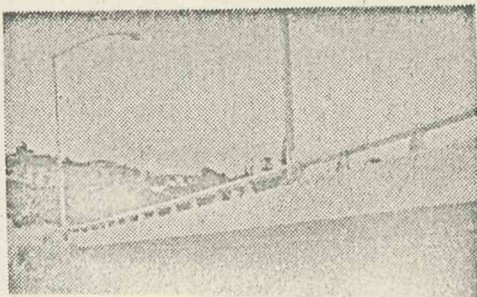
He places on each billboard a metal tag showing state approval and assigning a file number.

SATURDAY
Showcase

Sat., July 29, 1967 ☆ S.F. Examiner—Page 11



Nine Miles



Can freeways be beautiful?

The State Division of Highways thinks so, and offers these pictures as testimonial.

Shown is the newly opened, 9.3-mile stretch of Junipero Serra Freeway in Santa Clara County. It runs from Stelling Road in Cupertino to Page Mill Road in Palo Alto.

The photos depict some of the latest innovations in building highways pleasing to the eyes. They are also samples of what we will see at the northern limits of the 60-mile Serra freeway as it comes into San Francisco. Construction is now well along.

"Esthetics was the key word in design concept,"

FINAL REPORT FROM SACRAMENTO

THE 1967 SESSION IS SOMETHING OF A LANDMARK FOR THE CRC. For our victories, which were considerable, we give credit to the Planning and Conservation League, whose lobbyist, John Zierold, represented CRC interests, along with the allied interests of other PCL members. We also credit and thank members of the Legislature who authored and worked for "our" legislation. And we thank again our members who sent letters and telegrams to Sacramento. The combined force of the "Three L's" - LEADERSHIP, LOBBYING and LETTERS - has paid off, this year, in a record of notable success.

HERE IS THE RECORD. The successful items listed are bills passed by both houses of the Legislature. We assume (in the absence of contrary evidence) that the Governor will sign them all into law, as some already are signed.

- 1) THE BILLBOARD BILL, conforming to requirements of the federal Highway Beautification Act, was passed in good and acceptable form. AB 1666 (Z'berg) - which from the start we supported - was amalgamated into SB 636 (Collier) - which, in the form the Senate first approved, we opposed. The result, accomplished by drastic amendments, was a good, constructive measure. Known now as the "Collier-Z'berg Act of 1967", it safeguards local powers to improve on the minimal federal regulations, and it provides an "out" in case we find the means of avoiding the mandatory compensation requirement now still present in the federal Act. All the dangerous features, to which we objected, were amended out, and safeguards were written in. Technically the bill which passed bore the number, SB 636, but actually its character was changed radically before passage. We thank you all who expressed opposition to it in its earlier form.

Assuming that Congress does not scuttle the Highway Beautification program, our new Collier-Z'berg Act, within five years, will cause the removal of an estimated 2,000 billboards in California. No small accomplishment!

- 2) THE CURRENT "Z'BERG PACKAGE" for highway administrative reform, AB 1667 to 1675, inclusive, was partially successful. Some items were passed, others will have to be brought up again. With such legislation, routinely opposed by State Highway officials, even a few forward steps each year deserve acclaim.

THE FOLLOWING ADDITIONAL BILLS IN THE CRC PROGRAM WERE PASSED:

- 3) REQUIREMENT OF COUNTY CLEARANCE FOR STATE BILLBOARD PERMITS was established at long last. The erection of many billboards in locations illegal under county ordinance will be forestalled by this new law. The bill was AB 582 (Z'berg).
- 4) DEDICATED PARKLAND HAS GAINED NEW STATUS as presumably "highest and best use" through the passage of AB 482 (Brown). One of the "Z'berg package" was similar. By virtue of this "rebuttable presumption" legislation, if parkland is condemned for other use (freeways, for example), a court determination may be demanded and required. The principle involved, and its practical significance also, in a case of threatened condemnation, are more important than may appear at first glance. This is a milestone in park preservation when in the freeway's path.
- 5) SB 46 (Collier) is another item from the "Z'berg package" now authored by still another legislator. It requires the Highway Commission to elect its chairman from among its members, instead of the chairman being automatically the Administrator of Transportation. Potentially it could make Commission decisions more

Federal Funds Will Help Dab State Highways Green

From the Dover Bureau
DOVER—Delaware highways will get a touch of green under federal-state beautification programs.

Already scheduled for brightening is the dirty gray Walnut Street approach to Wilmington, and a roadside motorists' haven will be built on U.S. 13 north of Smyrna in a grove of trees.

In another project, small trees and shrubs will be planted along

U.S. 113 in northern Sussex County. The planting in this case is partially for the purpose of providing a screen for drivers against headlights of oncoming cars at night.

"I DON'T believe we should put a plant in unless there's a purpose," says Earl F. Ervey, the State Highway Department's roadside development coordinator.

He concedes that esthetics can be reason enough to plant green and flowery things along a road, but "if we can eliminate headlight glare, or assist in delineating a change in direction in addition to improving esthetics, this is great."

Money for roadside development projects has been mostly federal. In the case of interstate highways, money for landscaping is 90 per cent federal — the

same as, and part of, the federal share of building the road.

ONE of the next in line in this program is the Christiana interstate road system interchange near Newport, which will have outlets to Interstate 95, Interstate 295, Interstate 495 and the Delaware Memorial Bridge. Ervey contemplates the use of some 30,000 plants on this project.

Federal funding for roadside development of state highways highway beautification act of 1965, the law lobbied for by Mrs. Lyndon B. Johnson. Delaware received \$166,000 under its provisions for fiscal 1967.

All of that money has been budgeted — for the Walnut Street and U.S. 113 projects and for the construction of the roadside stop near Smyrna. Planned, but not yet under way, at the

Smyrna U.S. 13 site is a haven including covered picnic tables, drinking fountains, and a modern building, lighted and heated, housing toilet facilities.

THE original authorization for the federal beautification program has expired. A bill to extend it has passed the U.S. Senate and is awaiting House action.

If and when the money is

available, Ervey said, his division plans to landscape U.S. 13 from Harrington to Dover, thus completing roadside development on the highway from Dover to the Maryland line.

Other projects planned for the future will be on dualized U.S. 113, dualized Delaware 14, U.S. 40, and the remainder of Delaware's interstate system. Another rest station is contemplated for Delaware 14 near Lewes.

Holding Operation

The highway beautification bill approved by the Senate is not much more than a stand-by arrangement. It would extend the present act for only one year and would allow only \$5 million for billboard controls, \$10 million for screening junkyards and \$70 million for highway landscaping and rest areas—a very sharp contrast to the \$380-million two-year extension program requested by the President. The major question at this point, however, is not whether the Administration's plans can be revived but whether the House will approve this modest stop-gap measure.

Some months ago there was hope of broadly modifying the Highway Beautification Act of 1965. Administration of the act has brought to light a number of rather serious defects. Several bills to tighten up its unsatisfactory language and to reduce potentially astronomical costs were introduced. But it was soon evident that if perfecting amendments were pressed the net result might be to scuttle the act instead of remedying it. In the face of this situation, the advocates of beautification have been content to accept a simple extension.

The measure does contain, however, a substantial sum for the planting of trees, shrubs and grass along the new Federal-aid highways. Some of this \$70 million would also go into roadside rest areas. These patches of green, where weary motorists on the high-speed expressways may find rest rooms, picnic tables and welcome shade, are one of the finest aspects of the new interstate highway systems. There is a powerful argument for this program to go forward on a limited scale despite the prospective deficit and the war in Vietnam.

The \$5-million allowance for billboard control is, of course, pathetically inadequate. Presumably it will cover only administrative expenses, although the law calls for compensation of the owners of billboards to be removed at a cost estimated in hundreds of millions. But the penalty to be imposed upon states which fail to adopt controls will not come into effect until July 1, 1970. Meanwhile the Department of Transportation is entering into agreements with at least some

of the states which will make a start toward relieving highway landscapes of their clutter. Since Congress is in no mood for an advance in this field, the House should hasten to approve the Senate's holding operation.

Idaho Vote Flouts U.S. On Sign Ban

Senate's Action May Cost State \$3 Million Loss

By JOHN CORLETT
Statesman Political Editor

The Idaho Senate Monday flouted the national government and killed a bill which would regulate outdoor advertising adjacent to highways to conform with the Highway Beautification Act of 1965.

The vote on the measure was 11 to 23 after Sen. Sam Kaufman, R-Boise, called it "the most rotten bill ever to come before the Idaho Legislature," and exclaimed, "when are you going to stand up and act like you are running the state?"

A notice of reconsideration kept the bill alive until today. If the measure is not reconsidered and passed, Idaho stands to lose \$3 million in federal highway funds as a penalty for not conforming with the Highway Beautification Act.

The Senate was in a general killing mood. It defeated a bill which would have provided a measure of reapportionment in school districts and gave overwhelming approval to a House-passed bill which would repeal the 1965 Timber Tax Law.

In other action, the Senate sent to its Tax Liaison Committee the bill approved by the House Friday to provide for a phase-out over a four-year period of the personal property tax on merchandise inventories, livestock and timber products.

The Senate Republicans and Democrats caucused on the measure in the morning session. It was learned that a majority of the GOP senators preferred that the measure go to the Finance Committee to be held until the general fund budget was determined. But it was agreed to send it to the Tax Liaison Committee when it was noted that several technical amendments may be needed in the bill.

— Advanced to the Senate's third reading calendar a bill that would increase the legislators' expense allowances from \$25 to \$35 a day, effective after the 60th legislative day when the constitutional \$19-a-day salary for each legislator ends. Thursday is the 60th day.

Bills Advanced

— Also placed on the final reading calendar for today were bills prohibiting discrimination under the Civil Rights Law on the basis of sex, and removing the present ban on use of oleomargarine in state institutions.

After the vote on the timber tax repealer, the Senate then indefinitely postponed another measure which would have ex-

tended the moratorium on making it effective until 1969 pending a study.

Among the measures introduced in the Senate was a bill which would create a legislative budget and fiscal committee empowered to make a continuing study and review of the executive budget, to conduct audits and to examine estimates of revenues available for appropriations.

Regulation Provided

The billboard bill would authorize the Idaho Highway Board of Directors to regulate advertising signs within 660 feet of the right-of-way of interstate and primary highways. The standards of the highway board would conform with those promulgated by the federal Bureau of Public Roads.

Sen. James Ellsworth, R-Leadore, who told the Senate he would rather "debate the bill on its consequences than on its merits," said that failure to enact the legislation would cost the state 10 per cent of its federal highway aid allocation, or about \$3 million, effective next Jan. 1. He said the 10 per cent penalty would continue until the state did pass legislation to conform with the Highway Beautification Act.

Kaufman Flays Bill

"We violate property rights because Uncle Sam tells us we must do this to get highway money," said Kaufman. "When are you going to quit selling your souls down the river for a rotten dollar?"

Sen. Ray Rigby, D-Rexburg, said the bill gave the highway board authority to destroy or remove signs within 660 feet of a highway right-of-way "after 30 days notice," and allowed "entrance on private property."

"What lengths are we willing to go to serve the expediency of getting a little money?" asked Rigby.

Says Rights Lost

Kaufman said that "one of the basic concepts is the right to own your own property and do with it what you will as long as you don't harm your neighbor. This takes away the right of a man to do what he wants with his property."

"I am going to stand here and say I would rather pay one cent a gallon more on the gasoline tax and tell them (the federal government) to keep their money," said Kaufman. "A principle is involved here."

"There are those of us who recognize this extortion. I opposed federal aid to education. We now have a tremendous federal aid to education program and you can all now see what is involved when the federal government tells us how we shall operate our schools."

Relaxation Hinted

Ellsworth told the Senate the signboard bill was drafted so that it was "in context" with the federal act. He said there now is a move in Congress to try and relax the standards and criteria set up by the Bureau of Public Roads and there was some evidence this would be accomplished.

He said that under the bill, the highway board could not set standards any higher or more restrictive than were the ultimate federal standards.

Sen. Walter Yarbrough, R-Grand View, said the Transportation and Defense Committee, of which Ellsworth is chairman, "made this bill as less distasteful as possible, adding:

"I just suggest that you close your eyes and swallow it."

Sen. Lloyd Barron, R-Fairfield, also urged the Senate to pass the bill saying that "Idaho cannot afford to lose that money. We are under directive from the federal government and it is the only thing we can do."

Sen. William Roden, R-Boise, opposed the bill saying "we do reach a point where the overall public policy of the state overrides what we get from the federal government."

Wall St. Journ.
9/14

The Praise of Beauty

Without doubt beauty is "a wonderfully fine thing," in one Senator's profound phrase, but there is—or ought to be—some question as to whether the Administration well can afford even the pared-down version of its highway beautification program the Senate has adopted.

President Johnson had asked for a two-year, \$380 million extension of the program, begun in 1965 to reduce billboards, screen junkyards and provide landscaping along highways; the Senate bill would provide \$85 million for only one year.

Even that \$85 million looks like too much to Delaware's Senator John Williams. Although he, too, is in favor of beauty he said he saw no sense in voting Federal money to curb commercial billboards when at the same time agencies of the Federal Government, notably the Bureau of Public Roads, were spending almost \$5 million to erect new billboards.

Many of these signs are designed to advise the public how their tax dollars are being used. Taxpayers, argued Mr. Williams, "are well aware" how their dollars are used "and if they are not aware of it now they will be by the time they get the bill for the Administration's 10% surtax. . . ."

Nebraska's Senator Roman Hruska opposed the bill on other grounds. It presents, he observed, "a curious commentary on priorities" in view of the problems facing the nation. It is time, he contended, to defer "things we would merely like to have." Moreover, he said it was an odd type of priority which would authorize spending \$85 million on beautification and \$20 million for highway safety.

As important as the question of priorities is, it does not seem to be of great concern to the Senate as a whole. During debate on the bill no more than six Senators were on the floor at any one time. When it came to a voice vote Senators Williams and Hruska, Republicans both, voted "No." Senator Jennings Randolph (D., W. Va.), the bill's floor manager, voted "Aye." These were the only Senators voting.

"The ayes have it," ruled Senator Ernest Hollings (D., S.C.), temporary presiding officer. "The bill is agreed to." At that point Montana's Senator Mike Mansfield took the floor to say that he wished "to thank the entire Senate for the splendid cooperation" shown in disposing of the bill. So much for representative government.

And so much for spending priorities.

Press Intelligence, Inc.

WASHINGTON, D. C. 20001

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DURHAM, N.C.
HERALDM-39,236
S-46,333

AUG 20 1967

Funds For Beauty

Although the Senate Public Roads Subcommittee approved authorization of only \$85 million for the nation's highway beautification program in the current fiscal year, instead of the \$160 million requested, there is at least one consolation.

The subcommittee decided not to attempt any rewriting of the basic Highway Beautification Act, despite protests from businesses about government enforcement of billboard control provisions.

On the appropriations score, however, billboard and junkyard interests won a victory since, in dividing the \$85 million, only \$5 million is earmarked for controlling one eyesore and \$10 million for screening the other.

Road Beauty Measure Totaling \$85 Million Voted by Panel; Billboard Controls Stay

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON—The Johnson Administration's withering highway beautification program got a boost as a Senate Public Works subcommittee unanimously approved a bill authorizing \$85 million to keep the program alive through next June 30 with its disputed billboard controls intact.

The full Senate probably will go along with the measure, but the House Public Works Committee remains resistant to any further beauty spending unless it is coupled with a further softening of the program's billboard-removal standards.

The \$85 million approved by the Senate unit is little more than half the \$160 million sought by the Administration, mainly for roadside landscaping and protection of scenic views. In a further show of economy, however, the panel also denied for now the entire \$220 million sought by the Administration for the year starting next July 1.

Defying the Senate subcommittee to approve any money without billboard riders attached, however, reflects an Administration achievement of sorts in accommodating foes of the billboard curbs that it had put forward earlier this year. These administrative curbs, based on the 1965 law that authorized the roadside beauty spending, had generated intense opposition of billboard interests and many state governments. For a time earlier this year, it appeared that Congress' only action in the beauty field might be to strip away much of the 1965 law's billboard control authority.

By giving regulatory sway over billboards in urban areas to municipal authorities and easing the controls somewhat along highways, however, the Transportation Department has

managed to dampen the opposition considerably.

Although no state had agreed to comply with the tough original standards, five so far have accepted the revised ones and many more are expected to follow. Under the 1965 law, the states must reach agreement with the Transportation Department on a billboard-removal program by next Jan. 1 or risk losing 10% of their Federal highway construction-aid funds. A number of states still can't or won't meet the deadline, but the department is expected to grant most of them an extension.

In the House, Chairman Kluczynski (D., Ill.) of the Public Works subcommittee on roads last spring labeled the billboard-control law a "can of worms" and promised a complete rewriting of it. Although Administration forces think that all the concessions have won them enough votes on the House committee to prevent that, they're still pessimistic about getting through a new money-authorization bill.

"If our bill comes up it's still going to get saddled with all sorts of restrictive amendments, so we're better off to let it lie for now," said one Administration source. The hope is that by next year, all 50 states will have come to terms with Washington on billboard-removal standards, hopefully improving the legislative climate.

Tourist attractions and roadside businesses, such as motels, restaurants and novelty shops, are providing most of the residual opposition to the billboard-control law. All billboards in rural areas, which such establishments rely on, must come down by 1973 under current law, and the Transportation Department's revised standards granted only a limited break by permitting more billboards in commercial or industrial strips along the highway.

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WASHINGTON, D. C. 20001

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BIRMINGHAM, ALA.
NEWSE-177,626
S-218,356

AUG 13 1967

PERSPECTIVE: THE CAMPUS VIEW

Highway Beautification: Trouble Even Comes With Beauty

(EDITOR'S NOTE: The following is one of a series of interpretive articles by members of the faculties of Alabama's universities.)

BY DR. CHARLES T. MOORE
Professor of Marketing and
Director for Special Affairs,
University of Alabama

IN THE HALCYON days of the 89th Congress, our representatives and senators brought forth another piece of environmental legislation which they termed the Highway Beautification Act of 1965. The act was concerned with: (1) scenic enhancement; (2) the removal or screening of junk yards, and (3), the removal or control of highway advertising signs.

The scenic enhancement legislation is designed to improve, restore, and preserve scenic beauty along highway rights-of-way. In addition, the act provided for federal participation in landscaping and roadside development and the creation of safety rest areas and scenic overlooks on highway rights-of-way.

The second major area of the act was concerned with junk yard removal or screening which was simply designed to remove from highway users' sight the technological scrap heaps which highway users, manufacturers, and distributors create.

Neither of these two major areas of the act created significant controversy even after the employment and income

effects of the actions were intensely investigated. Most people can agree that junk yards (some people prefer to call them salvage yards) are unappetizing; and whether or not you are appalled by the products and by-products of a highway civilization or merely wish to seek beauty by communing with nature, scrap heaps simply do not aid the process.

Although there has been some disagreement as to the process of implementing scenic enhancement, most people seem to agree that the potentials for land use control in rural areas and for creating desirable recreational areas more than outweigh the cost of building

scenic overlooks or landscaping on and off the right-of-way of a highway.

The third area of the act, however, has created major controversy from some of the most vocal individuals in our society. The opposition was led by the Outdoor Advertising Association of America and supported strongly by other outdoor advertising associations, lodging establishment associations, oil companies, restaurant associations, and the manufacturers of the components of highway signs.

(First of two parts)

The representatives of these groups foresaw economic disaster which would be caused by the removal requirements of the act and the regulations of the U. S. Bureau of Public Roads.

Highway Signs

WHY ALL OF THIS hullabaloo about something which does distract from beauty, at least the beauty of nature? The manufacturers and users of highway advertising signs had several points which they offered as arguments against control and removal of advertising signs which included the following:

1. The outdoor advertising enthusiasts insisted that the suggested zoning requirements for highway signs would result in impoverishment of economic opportunity for them and a severe reduction in income and employment throughout the national economy.

2. Most of the highway signs are

located near main traveled highways in urban areas, and these highways are usually federal interstate or primary roads which would come under the purview of the act. The owners and users of highway signs felt that their investments and their promotional programs would be eliminated by the enforcement of the regulations suggested by the U. S. Bureau of Public Roads.

3. The owners and users of highway signs also have pointed out that the decision to remove signs, especially in urban areas, will not, in fact, contribute significantly to the elimination of the large amounts of industrial and commercial blight which pervade our cities and towns.

The owners and users of highway signs have provided us with a lesson in the relationships between economics and politics. In the congressional hearings on the act, the persuasive voices heard were those of the directly affected groups. The values of free enterprise were used as a weapon to condemn the suggested regulations of the U. S. Bureau of Public Roads.

Congressmen heard the words "employment and income effects" and began to count votes. The justifications of the highway sign owners and users were well stated and forcefully reiterated.

More Cons Than Pros

THE INDIVIDUALS and groups who supported the legislation were unorganized and in reality never were heard by

our pundits. There is little question that the U. S. Bureau of Public Roads partially created the potential for effective opposition to the legislation by their ill-timed and ill-contrived suggestions for regulating sign removal and control.

In addition, both sides and especially the signboard owners and users made "beauty" a distant abstraction which in fact was unmeasured and unmeasurable.

The results of the successful opposition to the act and to the regulations on control and removal of signs will mean that significant compromises will be accepted by the Congress and executive.

Instead of the regulations applying to federal aid primary highways and interstate highways, signs probably will be removed or controlled only on the interstate highways system in rural areas.

This means that only 40,000 miles of the more than 300,000 miles of highways originally scheduled for regulation will come under the act.

Most important is the fact that local zoning authorities will control the specifications regarding types, sizes, lighting, and spacing of signs along our urban and rural highways.

Although this may be a victory for local control and determination, the effectiveness of the regulatory agencies at the local level can be severely questioned.

Beauty is certainly good, but it must be obtained without economic, political or social costs.



Moore... Beauty In Travel

SENATE APPROVES ROAD BEAUTY BILL

Votes \$85-Million to Extend
Program for Two Years

By MARJORIE HUNTER

Special to The New York Times

WASHINGTON, Aug. 28—

The Senate approved today an \$85-million extension of the Administration's highway beautification program.

The action came on a voice vote in a nearly deserted chamber. Even though two Republicans voted against the measure and only one Democrat was present to vote for it, the temporary presiding officer, Fritz Hollins of South Carolina, declared it approved. He apparently felt that approval represented the true feeling of the entire Senate membership.

A few Republicans had grumbled about spending money on beauty at a time when President Johnson is seeking a tax increase, but there was no organized effort to kill the program in the Senate.

The real battleground will be in the House. Strong sentiment has built up there in recent months for major changes in the program, which was enacted two years ago after prodding by the President's wife.

The program, which expired June 30, seeks to screen automobile junkyards, reduce the number of billboards along major highways and otherwise beautify highway rights-of-way.

President Johnson asked Congress this year for a two-year, \$380-million extension of the program.

Instead, the Senate agreed to a one-year extension, with \$70-million for landscaping along highways, \$10-million for screening junkyards and \$5-million for billboard control.

"We kept it alive, and that's all it amounts to," Senator John Sherman Cooper, Republican of Kentucky, said today.

By steering the bill through the Senate first, Administration strategists hoped to dilute some of the House opposition to it.

However, the House Public Works Committee is expected to continue trying to revamp the whole program, with particular stress on reducing billboard controls.

There is strong sentiment in the committee for a new approach, under which a small percentage of the nation's highways, perhaps 10 per cent, would be declared scenic strips, along which billboards and junkyards would be controlled.

Fight Over Billboards

The highway beautification law, as originally passed and now extended by the Senate, bans billboards within 660 feet of the right-of-way of interstate and primary highways, except in commercial and industrial zones.

The law further requires the screening of junkyards within 1,000 feet of the roadside. States failing to comply with these controls by July 1, 1970, could lose up to 10 per cent of their Federal highway construction funds.

The billboard lobby, one of the most active in Capitol Hill, has led the fight against the program. Owners of service stations, motels and restaurants have also showered members of Congress with letters of complaint.

In an effort to save the program in the largely hostile House, the Administration has agreed to give states a large degree of authority over billboard controls.

In a policy statement issued in late May, Secretary of Transportation Alan S. Boyd said he was "fully prepared to accept State determinations with respect to zoned commercial and industrial areas" that would be exempt from controls.

Agreements as to spacing and size of billboards, definitions of zoned and unzoned areas and other matters would be worked out with the individual states, Mr. Boyd said.

To date, such agreements have been reached with Rhode Island, Vermont, Virginia and Hawaii.

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WASHINGTON, D. C. 20001

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BALTIMORE, MD.

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M-187,635

E-208,722

S-339,849

AUG 29 1967

A Cruel Cut

Realizing that Congress was bent on paring his budget, President Johnson had requested only \$160,000,000 to extend the Highway Beautification Act. It was a big compromise, calculated to meet a little more than half the estimated annual need if the nation's roads were to be cleared of their visual pollution. The Senate yesterday cut that request in half, authorizing only \$85,000,000 for the program for this year.

As originally conceived the bill required removal of all billboards within 660 feet of the highway, except in industrial or commercial areas. This applied to both the 41,000-mile interstate system and the 220,000-mile primary system. Any state failing to comply with the standards imposed by the act would lose 10 per cent of its Federal highway funds. The big issue was billboard removal. Of the million billboards marring roads throughout the country, some 889,000 were to be removed by July 1, 1970. The rest would go by January 1, 1973. Signs could not be located too close to a public park, forest or playground, or scenic area as designated by the state.

The Highway Beautification Act is an ambitious and worth-while piece of legislation, and a pet project of Mrs. Johnson. However, powerful forces have been at work to weaken it among them the congressional economy drive, and a strong billboard lobby. The Administration has already capitulated to that lobby by permitting state and local bodies to zone any area they choose as commercial or industrial. But yesterday's action by the Senate was the cruellest cut yet. The upper house appropriated only \$5,000,000 for billboard control, about \$50,000,000 less than had been thought necessary by the drafters of the original bill. The Highway Beautification Act is still alive, though it staggered out of the Senate on its feeble legs. Unfortunately kinder treatment of it in the House is hardly to be expected.

Wednesday, Sept. 6, 1967

The Atlanta Journal

13

SCIENCE AND YOU

Junk Heaps Yield Heap Big Scrap Iron

By DR. LEONARD REIFFEL

We may be on our way to getting rid of all these junk automobiles. The U.S. Bureau of Mines recently announced it will start a demonstration program on a junk automobile disposal method.

The result may be a boost for the government's beautification program — goodness knows junkyards are not pretty places—and a boon for the steel industry as well.

It's been estimated that there are 20 to 40 million junk cars in this country. The problem is what to do with them.

The answer, the bureau thinks, is to play a rather neat trick. It involves taking some very abundant and relatively low grade iron ore called taconite ore and upgrading it, with the help of junk steel, to a more valuable material called magnetite.

TACONITE is mined in the Mesabi range in Minnesota. This material is not too good as a starting point for blast furnaces making steel, but the bureau has shown that a quantity of this crushed ore can be mixed with auto scrap and then heated.

In the process, some of the oxygen leaves the low grade ore and gets all wrapped up chemically with the steel of the automobile, and the result is that both the steel and low grade ore become magnetite.

One can then use magnets

to recover the magnetite that has been formed (magnetite is magnetic, while the low grade ore is not).

The magnetite is an excellent feed material to make steel. In fact, it's so desirable that the scrap metal in junk cars is actually worth less than the magnetite itself as it is mined out of the ground.

THIS MEANS that the whole process could be carried out without increasing the cost of steel one iota.

At the same time, we stand a good chance—if it all works right — of getting rid of those 20 to 40 million junk cars, not to mention saving a lot of our hard-to-find high grade iron ore.

One of the basic barriers in the implementation of this whole process is the question of just how one takes title to a junk car.

The legal complications of getting possession of a junk car so you can chop it up and convert it to magnetite seem to be, at this moment, almost insurmountable in many parts of the country.

A BILL THAT would make it much easier to de-title abandoned and junk cars is being prepared for submission to Congress.

Press Intelligence, Inc.

WASHINGTON, D. C. 20001

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BALTIMORE, MD.

NEWS AMERICAN

E-216,453

S-314,590

SEP 23 1967

Wayside Beauty

THE UNITED STATES SENATE, AS THE direct result of much public prodding, last month authorized appropriations of \$85-million during fiscal 1968 for highway beautification programs. These funds — far less than the \$200-million asked by President Johnson — may be spent by the states for roadside landscaping, scenic rest areas, junkyard screening and billboard removal.

They may be so spent, however, on one condition. The house must enact a corresponding measure before it adjourns this year, and it now appears doubtful it will do so. The powerful billboard lobby, the pressure of other business and the renewed drive for government economy all are working against the measure.

There is one thing that still can prevent what threatens to be the quiet death of the much-needed highway beautification program, and that is more public prodding of legislators. The best way is by personal letters to the lawmakers. If you would help restore America's waysides to their natural loveliness, you are urged to drop a note to your congressman and tell him so.

property. Young Hinkle ran through a segment when he hit the hole while riding his bicycle, according to the suit.

Junked Cars Counted By Police

According to a recent survey by the Springfield Police Department, there was a total of 157 junked automobiles on city and private property on the east side of the city, Mayor Nelson Howarth reported today.

Howarth said that of the 94 junk cars on the various streets in an area bounded by Carpenter, Laurel, 11th and Wheeler Streets, 43 autos were parked in the traffic lanes and 51 were parked between the curb and sidewalk. A total of 63 such cars were on private property in the area, according to the report.

Howarth said the disposal of the old cars represents a real problem for the owners, and the city has no facilities for removing and storing the cars.

Legion Posts To Get Citations

Fifteen American Legion Posts will receive special citations for Outstanding Child Welfare Work from the State American Legion offices in ceremonies at the Sangamon County Meeting at 7:30 p.m. Tuesday at Post 809, 1127 E. Mon-

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These EDA investments are expected to result in at least 87,235 permanent new jobs in redevelopment areas. These include 52,900 direct or directly related jobs and 34,335 jobs in associated support industries.

The total public and private investment in EDA projects by August 18 of this year was nearing \$1 billion. In round figures, \$998 million is involved in these projects—\$575 million in EDA funds and \$423 million to be provided by private lenders, industry, State and local governments and other Federal agencies.

The goal of the economic development program is the creation of permanent, full-time jobs. Short-term construction jobs are not a consideration in the approval of projects. However, the communities realize the benefits of such jobs through the EDA program. At the end of this month there will be 10,930 workers employed on construction of EDA projects in 379 communities, and by the time projects approved thus far are completed, 25,000 persons will have worked an average of 5 months each on construction.

Much credit for the success of this agency is attributable to Ross D. Davis, the able Assistant Secretary of Commerce for Economic Development, who has directed EDA for the last year, and to the pioneering efforts of his predecessor, Eugene Foley. Both of these gentlemen have had the valuable assistance of Thomas Harvey, the Deputy Assistant Secretary.

In fiscal year 1967, with less money available than the previous fiscal year, EDA approved 30 percent more public works projects and was able to aid 18 percent more communities than in fiscal 1966. This was accomplished by reducing the average cost of approved projects. The Agency approved 472 public works projects, compared to 361 the previous year. This was accomplished with \$199.7 million, compared to \$232.1 million in fiscal 1966.

The Public Works and Economic Development Act recognizes that planning is a key element in economic development. A community must organize and plan for economic growth, assess its liabilities and resources, and establish priorities for actions that will bring about that growth.

To insure that the planning process is more effective and to deal with economic problems that cross political boundaries, the act provides for multicounty economic development districts and multi-state economic development regions, patterned after the Appalachian region. The districts are organized by EDA in cooperation with the States and counties involved. The regions are designated by the Secretary of Commerce with the concurrence of the States, and through EDA the Federal Government pays their administrative costs.

At the end of EDA's second year of operation, 97 districts in 34 States were in various stages of organization. Of these, 24 had been designated and were in operation. Five regions, embracing all or parts of 19 States were designated. The regions are the Ozarks, upper Great Lakes, New England, Coastal Plains, and Four Corners.

Mr. President, the funds approved for projects through EDA are not merely expenditures—they are investments in the future of our Nation. These projects will return dividends to the Government in the form of jobs, taxes, and general economic growth, and in an indirect way a lessened expense for welfare and other social costs. This is in addition to the great personal benefit each job will have to the worker involved and his family.

I will continue to support the Federal economic development program. While recognizing that much remains to be done—there are still 860 areas in the Nation that qualify for assistance—it is my belief that the accomplishments of the Economic Development Administration have been constructive and meaningful. I am happy on the occasion of the second anniversary of the passage of the act to call attention to these accomplishments.

Mr. MUSKIE. Mr. President, 2 years ago this week, Congress passed and President Johnson signed into law, an imaginative program designed to combat the ravages of unemployment. Since then, the citizens of every State in the Nation have received assistance under the provisions of the Economic Development Administration Act.

The tools utilized by EDA are many but their purpose is the same, to provide job opportunities to put unemployed Americans back to work. They are as varied as public works grants to assist in opening new industrial plants to Regional Economic Development Commissions, such as the New England Commission, which plan for long-range economic objectives.

Over the past 2 years, EDA has helped bring new economic life to many communities in my State. There have been over 30 EDA projects in Maine. The total EDA investment of \$11.4 million has been matched by approximately the same investment of local government and private capital. But of more importance, these funds have created hundreds of new jobs for people who need them, and they continue to create more as time passes.

Maine's projects similar to other EDA activity throughout the Nation are based on local needs and local initiative. They range from business loans for expanding and modernizing a potato processing plant in Washburn and establishing a new sugar refinery in Easton to a grant for the establishment of a York County Regional Planning Commission. They include a loan to build a new electronics plant in Lisbon Falls, and grants to construct sewer systems in Waldoboro and Thomaston.

EDA funds are financing a study of the extent and quality of copper, nickel, and cobalt reserves in Knox County and a detailed evaluation of the tourism and recreational potential in the Wiscasset area. These well-coordinated projects are having a beneficial impact on the Maine economy. Several counties have recovered economically to the point that they are no longer eligible for EDA aid.

Despite the accomplishments of EDA, the problems of poverty areas continue to remain a significant challenge to our society. While the total number of areas

which require assistance have been reduced by some 500 in the 2 years EDA has been in existence, the recent urban riots point up the continuing need for intensive economic research.

As we examine the problems of economic growth, we can see that the role played by EDA has been a significant one. Although the challenges that remain are diverse, an excellent foundation has been laid. As time passes, EDA continues to build its knowledge and ability to deal with economic deprivation.

The problems we face are enormous, but EDA has shown the leadership and the imagination to get the job done. I congratulate the entire staff of the Administration on their past achievements and know that their progress will be even more significant in the future.

CONCLUSION OF MORNING BUSINESS

The PRESIDING OFFICER. Is there further morning business? If not, morning business is closed.

AUTHORIZATIONS FOR THE HIGHWAY BEAUTIFICATION PROGRAM

Mr. MANSFIELD. Mr. President, I ask unanimous consent that the unfinished business be laid before the Senate.

The PRESIDING OFFICER. Without objection, the Chair lays before the Senate the unfinished business, which the clerk will state.

The ASSISTANT LEGISLATIVE CLERK. A bill (S. 1467) to provide authorizations from the highway safety and beauty trust fund to carry out the purposes of the highway safety and beautifications programs under title 23, United States Code.

The Senate proceeded to consider the bill, which had been reported from the Committee on Public Work, with an amendment, to strike out all after the enacting clause and insert:

CONTROL OF OUTDOOR ADVERTISING

SECTION 1. The first sentence of section 131(m) of title 23 of the United States Code is amended by adding after "section" the following: "including the administrative costs thereof," and by striking out "and" after "1966", and by inserting before the period at the end thereof a comma and the following: "and not to exceed \$5,000,000 for the fiscal year ending June 30, 1968."

CONTROL OF JUNKYARDS

Sec. 2. The first sentence of section 136 (m) of title 23 of the United States Code is amended by adding after "section" the following: "including the administrative costs thereof," and by striking out "and" after "1966", and by inserting before the period at the end thereof a comma and the following: "and not to exceed \$10,000,000 for the fiscal year ending June 30, 1968".

LANDSCAPING AND SCENIC ENHANCEMENT

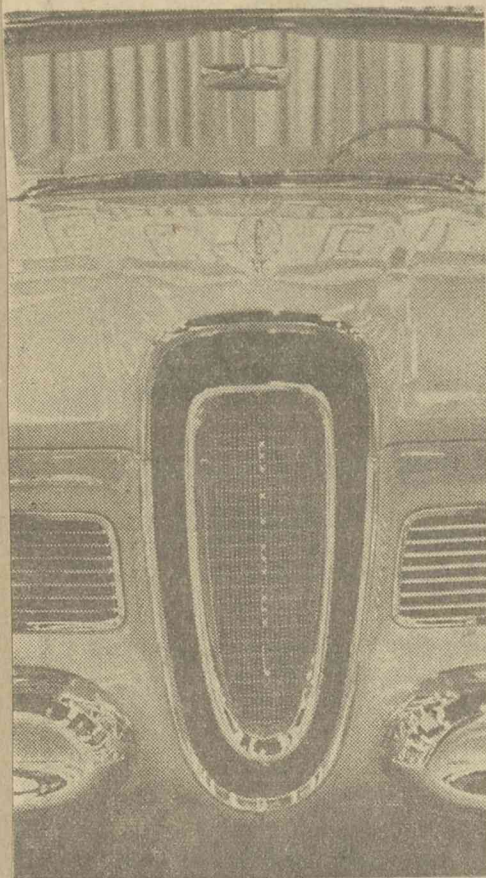
Sec. 3. The fourth sentence of section 319(b) of title 23 of the United States Code is amended by adding after "subsection" the following: "including the administrative costs thereof," and by striking out "and" after "1966", and by inserting before the period at the end thereof a comma and the following: "and not to exceed \$70,000,000 for the fiscal year ending June 30, 1968."

Mr. RANDOLPH obtained the floor.

Mr. MANSFIELD. Mr. President, will

TRANSFORMATION

Old Clunkers Help Make New Cars



FRONT END OF A 1957 EDESEL
It may turn up in a tub

DETROIT — (UPI) — Could be your 1968 auto will be part 1958.

A reincarnation of old junked cars into new ones is taking place by a mountain of old wrecks in Taylor Township, just outside Detroit.

A plant with an enormous grinding machine breaks up bodies and frames of old cars into fist-size chunks of metal suitable for a smelting foundry.

The plant, operated by Luria Brothers Co. has been supplying Ford with 250,000 tons of metal a year for iron castings such as engine blocks, rear axle housings and crankshafts.

Trash from the broken up cars such as glass, upholstery and plastic pieces, is sifted out of the metal by a shaking process.

The product resulting from the process yields about 98 percent steel. This, mixed with pig iron, produces an ideal material for manufacturing cast iron parts.

A side benefit of the program is that it will clean up the unsightly auto graveyards that now dot the countryside. Luria estimates that by 1970 its processing plant will have gobbled up all the old wrecks in auto junkyards within a radius of 100 miles of Detroit. It will do the same for the Cleveland area, where another plant is being built.

Eventually, other plants may spring up around other industrial areas to salvage old cars for reuse in other things. Who knows? by 1970 your new bathtub, under its gleaming porcelain, might be an old Edsel.

Washington Post

FRIDAY, SEPTEMBER 22, 1967

Beauty Down the Drain?

The tangle over the highway beautification program is one of the most disappointing developments of the year. There is still widespread support for continuation of the assault upon billboards and junkyards and for highway landscaping. But failure of the program's sponsors to agree upon the avenue of approach may bring the whole endeavor to a grinding halt.

The bill passed by the Senate in August was a letdown for the beautification sponsors. It would provide only \$5 million for billboard controls, \$10 million for screening junkyards and \$70 million for highway landscaping and rest areas. None of the weaknesses in the present act would be corrected. The question is not, however, whether this stand-by measure can be improved but whether the House will accept even this means of keeping the program alive.

Inadequate though it was, the 1965 beautification act served to get a program under way. Under its terms five states have reached agreement

with the Government on billboard controls. Twenty-five states have passed legislation permitting agreements of this kind, and a larger number have authorized junkyard controls and scenic landscaping. Time is necessarily required to get such a complex program into operation, and Congress has allowed it to expire before its worth could really be tested.

In these circumstances, it is futile to hold out for perfection of the program. The immediate problem is to keep it alive in any form. Unless the House passes some kind of extension bill, valuable spade work in a sphere of essential controls will be lost. Hope of relieving even our most scenic highways of their clutter will have to be abandoned for some years. The gloomy outlook calls for all the forces of conservation to join with those of esthetic improvement and good government to enact the Senate's stop-gap arrangement until a more satisfactory policy can be worked out.

Press Intelligence, Inc.
WASHINGTON, D. C. 20001

Front Page	Editorial Page	Other Page

CORPUS CHRISTI, TEX.

CALLER

-SUN. CALLER-TIMES

M-67,545

S-79,240

SEP 10 1967

"Look what I brought you back" CHGO SUN-TIMES 9-10-67

OPINION OF THE PEOPLE

'Signs Mar Skyline'

Concerning your Sept. 5 editorial "Chicago's Beautification Example," wherein you state Mayor Daley's message "that beautification of roads is in the public interest," has Mayor Daley taken a good look at what is happening to our skyline here in Chicago?

Has he seen that monstrous, overly-bright, oversized sign atop what once was a beautiful marble skyscraper at the corner of State and Wacker? It, along with many other signs, desecrates our God-given sky.

If Mayor Daley is interested in the beautification of roads, surely he should take heed to what is destroying the skyline of Chicago. It seems that the insurance companies are the biggest offenders and I am wondering if the John Hancock Insurance Co. will top its 100 story building with a similar hideous sign.

Herman Folkman

'Contribution Of Signs'

Your Sept. 5 editorial on beautification is typical of the mediums in direct competition with those it would ignore completely — namely, sign painters. Like it or not they are human beings.

These talented, hard-working, tax-paying, law-abiding citizens are seldom seen as legitimate members of the community. Many of them inherited the interest from fathers or grandfathers. None

can deny the influence of signs on a community, the contribution, the support they lend to prosperity or their lift to sagging business. To systematically eliminate the sign painting industry is foolhardy and un-American.

To rephrase your comments: Lady Bird should take inspiration from what is happening in Rep. John C. Kluczynski's home city. Chicago (and every other metropolitan area) has usually managed to handle problems as the need — real need — arises. Another federal law, another federal agency, another federal fund seems to be the cure-all nowadays. I say hogwash!

Bernie Wasmer

'A Tragic Sameness'

George Anastaplo's interview (The Sun-Times Sept. 3) with Greek Dictator Patakos has given rise to an illuminating historical game. One need only to replace the name of Patakos in the conversation with that of Peron, Salazar, Franco, Stalin, Hitler, Mussolini or Castro to realize a tragic sameness. It is obvious whose ideals and methods the junta leaders value and use.

Aristotle Soter

Only letters with names and addresses will be considered for this column. Signatures will be withheld on request. Letters cannot be acknowledged or returned and are subject to editing.

'A Selfish Tool'

May I congratulate George I. Wirpel for his Sept. 5 letter "On Tax Increase." I'm with George. Congratulations to you, too, for printing this.

I have lived through World War I (to end all wars), World War II (what for?) and sundry subsequent bloody scrapes, and can truthfully say that I am very, very tired of watching helplessly while young men die so that other men can become multi-millionaires.

What kind of zombies are we anyway? Somebody yells, "Charge!" and we all jump.

Patriotism is a grand and glorious sentiment — I don't like seeing it used as a selfish tool.

Dorothy Elliott

The Sanitary District

The Sun-Times is to be congratulated and thanked for the service it has performed in exposing the latest machinations of the trustees of the Metropolitan Sanitary District of Greater Chicago.

Consistently, through its editorials and news stories by Basil Talbott, Jr., The Sun-Times has pointed out the problems that remain unsolved in the Sanitary District and the need for support of Supt. Bacon.

Roger E. Henn,
Director, Public Affairs,
Union League Club of Chicago

Roadway Beauty Plan

The federal Highway Beautification Act of 1965, which has been found faulty both as to effectiveness of controls and excessiveness of costs, is now before Congress for extension.

What is really needed is a thorough redrafting of the law to make it practical for the states to undertake beautification programs sufficiently adequate to avoid penalties on their federal highway aid. That would require, however, federal appropriations for beautification assistance far in excess of what a wartime Congress, facing an anti-inflationary tax hike and a huge election-year deficit, can be expected to approve.

President Johnson requested a \$380-million, two-year extension of the program. The Senate has approved only a one-year extension, allowing pittance of \$5 million for billboard controls and \$10 million for screening junkyards, plus a substantial \$70 million for highway landscaping and rest areas. The House has yet to act, but it seems useless for the administration to try to put pressure on the lower chamber to meet the President's request. If that were attempted, there is serious danger that Congress would simply scrap the program altogether.

The best that can be hoped for, it would seem, is that the House can be persuaded to pass the Senate's token bill which will at least keep the program alive until conditions are favorable for its improvement and expansion. Regrettably ground would thus be lost in the highway beautification effort, which is an important phase of enhancing the national environment; but this must just be put down as another item on the lengthening price tag for the Vietnam war. Meanwhile Texas should continue to do on its own all that it can afford to do to make this state's highways among the most attractive in the nation.

The Morning News

Wilmington, Del. * * * Wednesday, Sept. 27, 1967

Save the American scene

To many Americans the U.S. Highway Beautification Act of 1965 was a welcome signal that the trend toward more and more roadside advertising and junkyards might possibly be slowed down or even reversed.

Today, the future of the program employing federal funds to buy up billboards (in "noncommercial" sections of road) and remove or screen junkyards is in doubt. The law expired on June 30. The Senate has enacted a one-year extension, it's true, but the House shows little or no interest in a program vigorously opposed by the outdoor advertising industry and carrying an \$85 million price tag.

That price tag represents the Senate's cut from the Administration's figure of \$160 million. In the face of pressure to cut spending because of the Vietnam war and the urban crisis, the wonder is that the Senate went along as far as it did for the likes of uncluttered vistas of woods, waters, farmsteads and villages.

Some of the law's troubles today are attributable, of course, to the fact that it hasn't been working even while alive. Since the start of the program \$142 million has been appropriated, but most of that money hasn't been spent. It can't be under the law, unless the states enact some minimum standards to protect the scenery visible from highways built with billions in federal aid. Only five states — Connecticut, Rhode Island and Vermont in New England, plus Virginia and Hawaii — have made their agreements with the U.S. Bureau of Public Roads.

The chief reason most states have

failed to enact controls is the united opposition by the outdoor advertising industry. The effect of this has been to discourage highway departments from coming up with specific legislation. The beautification backers have trouble with some of their own colleagues who insist — with some reason — that taxpayers' money should not have to be used to buy up and remove signs in states already having, but not enforcing, laws to control much of the clutter.

However, the present lack of ready funds to buy up billboards does not mean that Delaware must remain inactive while the problem grows. Under the federal act as it stands, the state can and should work out its own sign-control agreement, giving all due weight to the merits of viewpoints of roadside enterprise and the roadside advertising industry. If the draft legislation now gathering dust needs revision, then revise it so that its regulations can be applied now to sections of highway between places of business. This revision — and leadership — is still the responsibility of the State Highway Department.

No responsible group in America is flatly opposed to outdoor advertising, which is useful in many ways, particularly to travelers needing service and accommodations. But America is the world's only important nation that has permitted business and commerce vastly greater privileges. Our highways are too costly and the scene is too important, as refreshment, for the trend to be allowed to continue as it is going. The least the House can do, at this stage, is to go along with the Senate's limited financing of the act for another year.

Shadow on the Highway

Ugliness casts a growing shadow over the American highway. The flashing neon signs, the automobile graveyards and the endless billboards take the joy out of driving and turn motor trips into a chore and a challenge.

The Highway Beautification Act of 1965 was an effort to lighten the shadow of ugliness. It provided Federal funds to plant trees and screen junkyards from view, to provide more rest areas, to do more roadside landscaping and, most important, to remove some of the billboards.

The junk industry has responded in good spirit to the law, after some initial grumbling. The billboard industry is another story. Only five states have entered into agreements with the Federal Government to establish regulations for billboards. The complaint has been that the Federal Bureau of Public Roads set forth criteria that were far too restrictive.

Significantly, however, the great majority of states have proposed no alternative standards of their own. Instead, they have been content to let Congressional pressure wear down the Federal regulators.

Secretary of Transportation Boyd made sweeping concessions on every disputed issue last June, but now the insistence is that these concessions be spelled out in the law. Its protests to the contrary notwithstanding, the outdoor advertising industry obviously wants the Federal program quietly to die.

The program will do just that unless the House approves a Senate-passed bill to authorize an additional \$85 million to pay for it. The bill cleared the House Public Works committee by the narrow margin of 18-to-14 when Representative Fallon of Maryland, the committee chairman, and Representative Kluczynski of Illinois, the subcommittee chairman, came to its rescue. They will need the support of colleagues in both parties in the House if the nation is to reduce the lengthening shadow of blight over its highways.

Press Intelligence, Inc.
WASHINGTON, D. C. 20001

Front Page Edit Page Other Page

DAYTON, OHIO
JOURNAL HERALD

M-105,996

OCT 7 1967

Press Intelligence, Inc.
WASHINGTON, D. C. 20001

Front Page Edit Page Other Page

HARTFORD, CONN.
COURANT

M-143,345

S-188,469

SEP 19 1967

Highway Beautification Heads for the Rocks

Although Connecticut has received slightly more than \$2 million in the last two fiscal years for its part in the federal highway beautification program sponsored by Lady Bird Johnson, continuance of the operation locally as well as nationally has been held up by the inability of the House of Representatives to make up its mind whether to extend the beautification law in its original form or to let it die a quiet death.

Connecticut is only one of five states that have taken full advantage of the program. With Hawaii, Rhode Island, Vermont and Virginia, it has adopted standards to be applied for the removal of unsightly junk yards and billboards as well as to provide, in the words of the sponsor of the legislation, "scenic enhancement of roadside trips." Meaning the purchase and preservation of roadside beauty spots.

Late in August, without any debate, the Senate passed a bill that would extend current beautification plans for another year. Legislation to do the same thing is now locked up in a House subcommittee where, in the absence of any real support from the White House, it could very well die.

The problem is that while almost everyone except the billboard industry is in favor of highway beautification in the abstract, very few really agree on what should be done about it. Conservationists almost unanimously argue that exposed junkyards and garish outdoor advertising are Bad Things. But when it comes to doing something about them, they turn against each other as they did at the Congressional hearings last spring. Some, for example, would buy up billboard sites with federal money. "Nonsense," say others. The states have the right under their police powers to condemn them.

Disagreement is almost as sharp on the junkyard program. With only five states providing full participation, with many of the theoretical supports in disagreement, and with the federal economy heat on in Congress, it is altogether likely that the program will come quietly to an end.

Perhaps in the circumstances it is just as well. Although more than \$140 million had been apportioned to the states for their local programs, less than half of that had been spent when the funds expired at the end of June. So while beauty in the abstract remains almost as unchallengeable as home and mother, the highway beautification program at this point seems headed for the ash can. There it is likely to remain until there can be better agreement on what the proponents really want and how in practice it can be achieved.

Keep Billboards Off!

The Johnson administration has given ground on the point of greatest controversy—and lobby pressure—in enforcing the 1965 highway beautification act.

It is abandoning efforts to require removal of billboards in commercial and industrial areas under existing or upcoming contracts with states.

This can mean the kind of billboard junk spreading along every new major highway, including our own billboard row on I-75 south, will be permanent.

Whether or not the administration's concession to the roadside sign lobby will overcome some of the opposition in Congress against extending the highway act remains to be seen. However, at the moment it seems doubtful. As the AP reported the other day, the house public works committee has recommended that the secretary of transportation, Alan Boyd, be prevented from even questioning

zoning actions by states and local governments regarding billboard density and location in urbanized areas.

What seems in prospect is almost complete dismantlement of that section of the act dealing with billboard blight in or near cities.

We find this indefensible.

It is one thing to provide motorists with reasonable instructions on locating gasoline stations and motels, even to permit carefully designated and regulated areas in cities for plant identification and product advertisement.

But the idea of opening up virtually limitless stretches of our great new super-highways to billboards, in much the way I-75 south has been despoiled by private sign interests, is clearly contrary to the best long-range interests of the American motoring public. We say congress must reject it firmly and now.

SEP 20 1967

SEP 20 1967

Highway Beautifying Plan Slated To Be Scrapped?

By Congressional Quarterly
WASHINGTON — The highway beautification program, one of Lady Bird Johnson's pet projects, may be on its way to the legislative graveyard.

Although the Senate Aug. 28 passed a one-year extension of the 1965 highway beauty law, the outlook for favorable action in the budget-minded House is very uncertain.

The law expired on June 30, and so Congress must act this year if the whole effort is to continue. Under the 1965 law, programs were set up for advertising control, junkyard control and scenic enhancement of roadside strips.

Funds Allotted

Since the beginning of the beauty programs, the Federal Government has apportioned a total of \$142,768,834 for all phases of the campaign to restore the attractiveness of American highways. Most of the funds have not yet actually been spent, however.

Total apportionments for

New Jersey in fiscal 1966 and 1967 amounted to \$30,000 for the billboard control program, \$111,143 for junkyard control and \$3,148,054 for scenic enhancement, which — at least in terms of dollars — in the most important part of beautification. For Pennsylvania, the figures were \$45,000 for billboard control, \$857,956 for junkyard control and \$5,896,518 for scenic enhancement.

Although large sums have been apportioned to the states, no money actually is spent until state legislatures have passed enabling laws to allow the state to make beautification program agreements with the federal government.

Neither the New Jersey nor Pennsylvania legislatures have passed all of the necessary enabling laws. Only five states — Connecticut, Hawaii, Rhode Island, Vermont and Virginia — have completed their agreements with the government on the standards to be applied for billboard and junkyard removal.

Lobby Activities

A House subcommittee earlier this year took volumes of testimony on the present operation of the beautification effort. Much of it was negative, and even beautification proponents like the conservation groups wanted some changes made.

Complaints were aired at the hearings that the Bureau of Public Roads, which administers the 1965 law, was out to abolish outdoor adver-

tising altogether. No great dissatisfaction was expressed about the junkyard control and scenic enhancement programs, however.

The billboard interests, naturally enough, would like to see the whole program die quietly. And the conservation groups are pushing for removal of a provision in the law which requires the government to compensate sign owners for the billboards removed under the federal-state agreements. The conservationists argue that states already have the power to remove the billboards, without payment, by virtue of their police powers.

Outlook

Nobody, except the Bureau of Public Roads itself, seems very excited about continuing the present program as is. But a satisfactory compromise for changing it has not been worked out.

The Senate-passed bill currently is before a House subcommittee, which must act if anything is to be done this year. House members are known to be wary of a simple extension bill like that the Senate passed.

If the House unit does act, it is likely to propose amendments to the 1965 law. The session is growing late, however, and the renewed drive for economy in the face of record budget deficits may well force beautification advocates to wait until a more favorable moment to ask a reinstatement of the program.

Highways Can Be Beautiful If We'll Back Up Our Talk

THE FEDERAL highway beautification program, like the Carlisle Pike and much of Route 22, is in a despoiled condition. It's there, but nobody is proud of it.

Highway beautification — at the federal, state and local levels, — is one of those things Americans pay lip-service to but cannot get, or won't.

Congress back in 1958 passed the interstate highway billboard control program, with highway fund bonuses for states which complied. Only about 20 states bothered to pass enabling legislation — Pennsylvania was one of them. But nobody is ripping down billboards on the limited-access roads. They've remained up during the Lawrence, Scranton and Shafer Administrations.

In 1965, Congress passed the "Lady Bird Bill," under which states would have to rip down billboards and screen junkyards on both the interstate and state primary roads or face the possible loss of 10 per cent of their federal highway funds. The states aren't even complying with this law. Last year Pennsylvania did pass a junkyard law, and so far \$786,000 in federal funds and \$262,000 in State funds have been used to screen or remove 85 junkyards — but there are more than 600 to go.

The State billboard law is getting nowhere, however. Right now it is lodged in a Pennsylvania House committee, while there are an estimated 40,000 billboards to take care of on major roads. Meanwhile, a city like Harrisburg refused last year to pass strong regulations controlling billboards within its own city limits.

THE ONE popular part of the beautification program is scenic enhancement. Pennsylvania has well used its many thousands of federal dollars to build roadside rest areas, plant shrubs, create overlooks, purchase scenic strips and make other improvements. But with all the billboards around — "highway halitosis" as Governor Pinchot used to call it — does the scenic enhancement really count for much?

The U.S. Bureau of Public Roads estimates there are 889,000 billboards that could come down on the interstate and primary roads, plus 17,500 junkyards that should be screened. It would cost \$1.8 billion to do the job. Many conservationists argue that the junkyard, billboard and land owners should not be compensated, but Congress and the state legislatures have not agreed so far and probably never will.

The nation has twice committed itself to highway beautification. If the federal programs to achieve it aren't adequate, they should be improved. Meanwhile the Pennsylvania Legislature — and other state legislatures — should follow the example of the few states like Connecticut, Vermont and Virginia and get effective laws and programs of their own. America the once-beautiful cannot wait much longer to begin cleaning up its highways and preserve its scenery.

OCT 10 1967

Grant the Billboard Veto

A bill (S. 1363) to give the cities and towns a veto power over billboards comes up for debate this week, after Senate passage, in the House, which defeated a similar bill by 16 votes last June. This time, the results should be different.

Under the present state law the state Outdoor Advertising Board can overrule a municipality's denial of an application, and has often done so. The bill would simply make this impossible.

Opponents of the bill argue, and with some truth, that in the bad old days before 1935, when control of billboards was entirely in the hands of the communities, their record was not good. Billboards and signs proliferated. But now the pendulum has swung back again, and the pressure against unsightly billboards comes from the communities, and not at all from the state.

Hence another pendulum has swung back too: the outdoor advertising industry fought state control in the thirties, but now wants to keep it. Perhaps there is a connection. It is of interest that the national industry favors local control. But the real point here is that only a local veto is involved.

Massachusetts still has not adopted the provisions of the Federal Highway Beautification Act of 1965, and the excuse is that the standards have not yet been set. Once they are, the Bay State must comply or lose 10 percent of its Federal highway funds.

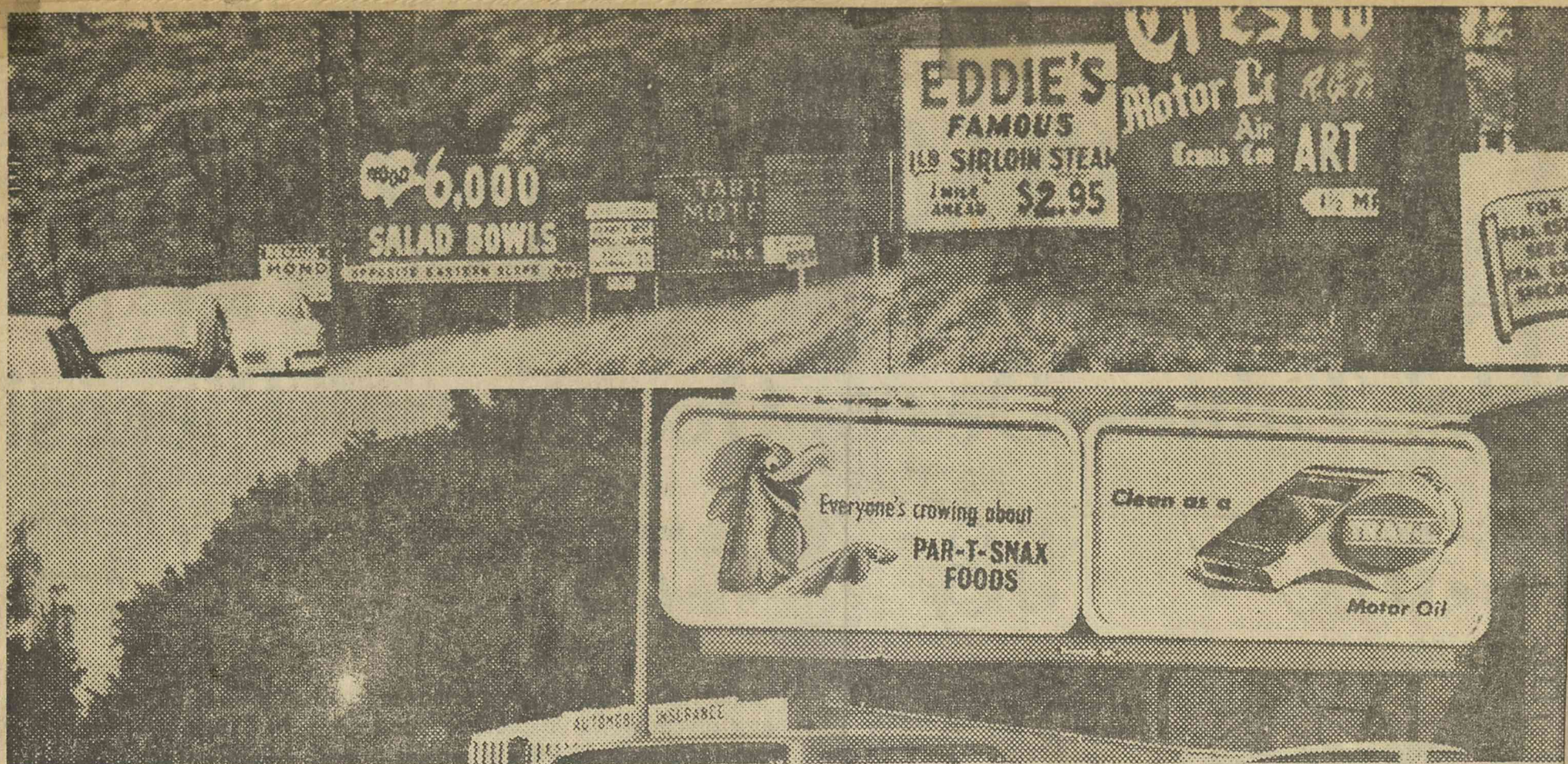
That should go far to minimize or eradicate the many thousands of roadside signs which are not even now under regulation, and it should also answer the objections to home rule. Meanwhile, as a first step, the House should at least grant local communities the power to veto unsightliness.

CITIZEN SMITH

—By Dave Gerard



"Whatta ya mean it's an ugly eyesore? If I'd paid Picasso to pile it up you'd call it a WORK OF ART."



NOT UNREGULATED ROADSIDE SIGNS ON SCENIC HIGHWAYS (ABOVE) BUT STANDARD BILLBOARDS LEGALLY IN BUSINESS

House to Act Again on Veto for Billboards

By C. J. NOONAN
Globe State House Bureau

A bill granting municipalities in the state the power to deny applications for billboards is scheduled to be debated by the House this week.

It will be the second time this session that the controversial proposal has come before the House. Last June the House defeated it by 16 votes, 110-94.

The proposal was revived, however, when a similar bill won a surprisingly easy victory in the Senate, 22-16, last August. The House Ways and Means Committee is expected to report the bill onto the floor of the House this week.

The bill, S. 1363, was sponsored by Sen. George D. Hammond (R-Westfield). It prohibits the state Outdoor Advertising Board from issuing a permit for a billboard if a city council or board of selectmen votes against the application. Under present state law the O.A.B. can overrule a municipality's denial of an application.

Proponents of the bill contend it is simply an extension of the Home Rule concept, under which municipalities have been given a greater voice in local governmental matters.

Opponents reply that the Massachusetts outdoor advertising industry would be destroyed if control were transferred from the state to the 351 cities and towns.

"They (the bill's supporters) don't want control. They want obliteration — to destroy an industry," says the legislative counsel for the Massachusetts Outdoor Advertising Council, Atty. William F. Malloy.

Malloy argues that the bill would allow each municipal-

ity in the state to set its own regulations regarding billboards. And since billboards are a standard size throughout the country — in order to run advertisements of the same size — the industry in the state would be ruined if a municipality outlawed the standard 25 by 12 foot billboard and limited the size to, say, 3 by 6 feet.

Malloy also contends that the present law in Massachusetts "is tougher than the Federal law (the Highway Beautification Act of 1965)."

(Massachusetts, like most states in the nation, has not yet adopted the provisions of the Federal act because the standards have not been decided on yet. Once these standards are set, though, states that do not comply with them will lose 10 percent of their Federal funds for highway construction.)

Malloy points out that under the Federal law billboards can be placed in any area that is zoned for business or industry. Under the state law, though, the area has to not only be zoned for business but also contain two businesses less than 500 feet apart.

"Suppose all other advertising media in the state — newspapers, radio, television, and so on — were subjected to local regulations as to the size or length of their ads," Malloy said. "It would be an impossible situation."

He also notes that before the state started regulating the outdoor advertising industry 40 years ago there were 17,000 billboards in the state. "This is when they had home rule. Now, with state control, there are about 7000 billboards."

To Malloy the problem is not billboards — which he describes as tastefully de-

signed and legally existing only in business areas — "but the hundreds of thousands of non-standardized signs in the state."

He points to Cape Cod as an example of scenic defacement by illegal signs. The outdoor advertising industry voluntarily took down all its billboards on the Cape in the 30's as part of a beautification program.

There are still no billboards on the Cape but there are so many other signs it is a "mess," Malloy says. The reason, he argues, is that selectmen don't want to go against the businessmen who have erected the signs.

Referring to the conservationists who are backing the local veto bill, Malloy says: "If the ladies' garden clubs really want to do something, they should go after these illegal signs rather than the legal billboards."

Malloy's arguments are disputed by Rep. Thomas C. Wojtkowski (D-Pittsfield), sponsor of the House bill that was defeated in June, and a supporter of the Hammond bill.

"The bill is a very simple one," says Wojtkowski. "All it says is that if a local community does not want a billboard and it indicates this to the Outdoor Advertising Board — after a vote by the selectmen or city council — then the O.A.B. won't be able to approve the billboard for that community."

"There are no provisions in the bill for a local community's setting regulations as to sizes of billboards," he adds.

INCONSISTENT

Wojtkowski also cites a report by the Legislature's research bureau as indicat-

ing that the industry has been inconsistent in its views toward state control, which it now favors.

The report, published in March, 1967, notes that the state outdoor advertising industry challenged the state's right to regulate the industry in a court case in the 1930's. The state Supreme Judicial Court ruled in favor of the state in a 1935 decision.

According to the research bureau report, "a striking similarity between the principal argument advanced by advertising companies then and that advanced today is the allegation that new regulations would destroy the advertising business."

Noting that the state industry now does a business of over \$3 million a year, the report finds that "the advertising industry not only survived but managed to prosper as well."

Wojtkowski says another inconsistency is that the national outdoor advertising industry favors local control whereas the state industry is against it.

The reason, Wojtkowski says, is the "arrogance" of the Outdoor Advertising Board in overruling local objections to billboards. "They (the state industry) have a good thing going for them and don't want it changed," he says.

The research bureau report, commenting on the dif-

ference in the positions of the national and state industries, says: "The dual position of the industry on this issue is obviously self-serving and weakens the billboard case on a vital issue."

Press Intelligence
WASHINGTON, D. C.

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BOSTON, MASS.
GLOBE

M-234,103
S-537,046

OCT 8, 19

Press Intelligence, Inc.
WASHINGTON, D. C. 20001

Front Edit Other
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ALEXANDRIA, VA.
GAZETTE

E-16,440

OCT 6 1967

Score One For Billboards

Whatever happened to those federal standards for removal of scores of thousands of billboards from so-called commercial areas along the nation's highways? Let the House Public Works Committee say it: the standards "are no longer relevant." In short, they are not going to be enforced.

This development, engineered by billboard lobbyists, is quite a comedown for those who feel that sharply restricting the number of roadside signs is a vital step in beautifying the American scene. It is a fair guess that millions of people feel that way, for it was a great outpouring of public sentiment that prodded Congress to pass such legislation in the first place.

But the billboard lobbyists have clearly prevailed. The regulations as to size and placement of signs will apply only to those put up in the future.

The Bureau of Public Roads had hoped for something better. It proposed enforcement standards requiring removal by 1973 of some 178,000 signs in commercial areas. But the public works committee in both House and Senate, yielding to what may loosely be referred to as persuasion, told the Department of Transportation in effect to junk the standards or face the prospect of having the basic legislation rewritten and perhaps further weakened.

So we still have highway beautification. With billboards.

One Answer To Billboard Blight

THE MASSACHUSETTS HOUSE of Representatives is going to have another chance this week to give cities and towns in the state a veto power over billboards.

A bill providing for this simple check on undesirable billboards has passed the Senate and will be before the House for debate this week. It is to be hoped that it receives better treatment than a similar bill did last June when it was killed in the House by 16 votes.

The issue is a simple one.

As matters now stand cities and towns which deny an application for a billboard can be overruled by the state Outdoor Advertising Authority. As we know from experience in northern Berkshire, the state authority is not at all bashful about exercising this power. Former Mayor James A. Bowes had virtually a running battle — which he lost — against the authority in his efforts to prevent the erection of disfiguring signs on local streets. Other western Massachusetts mayors and selectmen have run into similar experiences.

The bill currently under consideration simply would make this impossible. It would give the final say on such matters to local officials.

It has been claimed, with some truth, that before the state authority was created in 1935, and when local communities had the entire say on billboards, the experience was not good. Most local officials were not overly concerned about such things as signs and billboards, and as a result they proliferated in many cities and towns.

But the situation has now changed. Mayors and selectmen are much more conscious of the appearance of their communities, and most of the pressure against unsightly billboards comes from the communities — with very little coming from the state.

IT MAY BE SIGNIFICANT that the billboard industry, which fought against putting power in the hands of a state authority when this was first proposed thirty-odd years ago, now is using all of its influence to keep control in the hands of the state. Certainly all the indications are that, in Massachusetts at least, the billboard builders have found it easier to convince the state authority that they should be permitted to erect billboards than they have local officials.

But the point is that the state billboard authority will continue to function as in the past. The only difference, if the bill is passed, will be that a local veto is possible when a city or town is trying to save its streets from disfigurement. Local officials will not be able to give permits for signs over the objections of the state — and the state won't be able to give permits when the community involved officially objects. This is a good system of checks and balances and should be put into effect.

Of course, there is one way in which the whole problem might be solved in another way. This would be for the state to adopt the provisions of the Federal Highway Beautification Act of 1965. It is to be expected that Massachusetts will eventually come around to adopting these standards, as it stands to lose 10 per cent of its federal highway funds if it doesn't. And compliance with this federal act should go far to eradicate or at least minimize thousands of roadside signs which now are regulated by no one — and it should also answer any objections to home rule in this matter.

The billboard mess in Massachusetts needs cleaning up — and an excellent first step would be for the House to at least grant to local communities the power to veto ugly and unsightly billboards.

Save the American scene

To many Americans the U.S. Highway Beautification Act of 1965 was a welcome signal that the trend toward more and more roadside advertising and junkyards might possibly be slowed down or even reversed.

Today, the future of the program employing federal funds to buy up billboards (in "noncommercial" sections of road) and remove or screen junkyards is in doubt. The law expired on June 30. The Senate has enacted a one-year extension, it's true, but the House shows little or no interest in a program vigorously opposed by the outdoor advertising industry and carrying an \$85 million price tag.

That price tag represents the Senate's cut from the Administration's figure of \$160 million. In the face of pressure to cut spending because of the Vietnam war and the urban crisis, the wonder is that the Senate went along as far as it did for the likes of uncluttered vistas of woods, waters, farmsteads and villages.

Some of the law's troubles today are attributable, of course, to the fact that it hasn't been working even while alive. Since the start of the program \$142 million has been appropriated, but most of that money hasn't been spent. It can't be under the law, unless the states enact some minimum standards to protect the scenery visible from highways built with billions in federal aid. Only five states — Connecticut, Rhode Island and Vermont in New England, plus Virginia and Hawaii — have made their agreements with the U.S. Bureau of Public Roads.

The chief reason most states have

failed to enact controls is the united opposition by the outdoor advertising industry. The effect of this has been to discourage highway departments from coming up with specific legislation. The beautification backers have trouble with some of their own colleagues who insist — with some reason — that taxpayers' money should not have to be used to buy up and remove signs in states already having, but not enforcing, laws to control much of the clutter.

However, the present lack of ready funds to buy up billboards does not mean that Delaware must remain inactive while the problem grows. Under the federal act as it stands, the state can and should work out its own sign-control agreement, giving all due weight to the merits of viewpoints of roadside enterprise and the roadside advertising industry. If the draft legislation now gathering dust needs revision, then revise it so that its regulations can be applied now to sections of highway between places of business. This revision — and leadership — is still the responsibility of the State Highway Department.

No responsible group in America is flatly opposed to outdoor advertising, which is useful in many ways, particularly to travelers needing service and accommodations. But America is the world's only important nation that has permitted business and commerce vastly greater privileges. Our highways are too costly and the scene is too important, as refreshment, for the trend to be allowed to continue as it is going. The least the House can do, at this stage, is to go along with the Senate's limited financing of the act for another year.

Highway Beautification Bill

By Congressional Quarterly
(Legislative authority to continue the highway beautification program expired June 30. An administration-backed bill to extend its life was passed by the Senate Aug. 28. The House Public Works Committee ordered the bill, with slight change, to be reported to the House Sept. 21.)

This quiz will test your knowledge of the highway beautification program.

1. The Highway Beautification Act of 1965 is administered by:

(a) the Dept. of the Interior; (b) the Bureau of Reclamation; (c) the Bureau of Land Management; (d) the Bureau of Public Roads.

2. The 1965 act established three separate programs: (a) outdoor advertising control; (b) junkyard control; (c) road quality control; (d) scenic enhancement and landscaping.

3. To date, the largest amount of federal funds under the program has been spent for: (a) outdoor advertising control; (b) junkyard control; (c) road quality control; (d) scenic enhancement and landscaping.

4. The uncertain future of the highway beautification program appears to be caused by: (a) pressure from various lobby-

ists; (b) pressure to trim the fiscal 1968 budget; (c) the press of more urgent business; (d) "over-selling" by the administration.

5. Conservation groups and garden clubs in 1967 opposed compensation to billboard owners for signs removed under the law. They said removal could be achieved by the states without compensation through: (a) general police powers; (b) friendly persuasion; (c) action by the National Guard.

6. As of August, 1967, states which had passed enabling laws in all three categories numbered: (a) none; (b) 10; (c) 20; (d) 30.

7. Lobbyist activities, both for and against the proposed beautification programs extension, were conducted by: (a) conservationist groups; (b) outdoor advertising interests; (c) garden clubs; (d) hunting clubs.

8. Billboard control agreements are concerned with standardized: (a) spacing; (b) lighting; (c) color; (d) size of billboards.

Answers: 1. (d); 2. (a, b & d); 3. (d); 4. (a, b & c); 5. (a); 6. (c); 7. (a, b & c); 8. (a, b & d).

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BUREAU COMPANY
Cleveland 15, Ohio
First Clipping Bureau in Ohio

Marietta Daily Times
Marietta, O.
P. M. - circ. 12,757

OCT-4 -67

Press Intelligence, Inc.

WASHINGTON, D. C. 20001

Front Page	Edit Page	Other Page

MIAMI, FLORIDA
HERALD

M-381,602

S-455,904

OCT 9 1967

Up Billboards, Down Scenery

MAYBE the hurricane wiped out all the billboards in South Texas and Lady Bird Johnson is no longer concerned about her pet law on highway beautification.

Whatever the reason, the billboard lobbyists have wormed their way into the White House and have killed off enthusiasm for a law designed to allow the American motorist to see America from the roads he builds with his taxes.

There is no longer a highway beautification program and a wall of sign boards will soon shut out the scenic wonders of Florida's citrus groves, Arizona's red deserts, Maine's rockbound coast and Minnesota's lakes.

You name it, it will soon disappear behind the wall of billboards because the lobbyists have gotten to Congress just as they have gotten to most of the state legislatures, including Florida's.

Only five states passed legislation for control of the billboard industry, yet even here the Public Works Committee in both the House and Senate forced Transportation Secretary Alan Boyd to forget about suggested standards for highway beautification. It is ironic for Florida that native son Boyd was fought most bitterly by Rep. William Cramer, Republican from St. Petersburg.

Press Intelligence, Inc.

WASHINGTON, D. C. 20001

Front Page	Edit Page	Other Page

SAN FRANCISCO, CAL.
CHRONICLE

M-486,330

OCT 4 1967

Highway Beauty

REVISIONS IN THE Highway Beautification Act, that was originally adopted in 1965 with the active support of both the President and Lady Bird Johnson, are now awaiting action on the floor of the House. They have already passed the Senate.

The California League of Cities, the National League of Cities and the American Automobile Association, as well as the California Roadside Council, are fighting for enactment of legislation that is both effective and strong.

There is some concern that the present legislation to improve our highways will run into an economy meat-ax. It involves an appropriation of \$85,000,000. We feel that it is vitally important to pass this legislation now. Further delay might sidetrack it permanently.

Some of the most important provisions governing highway beautification have not yet taken effect. Renewal of this Act, that was passed two years ago with such high hopes, is therefore a matter of high priority at this time. We urge favorable action by the House of Representatives.

Press Intelligence, Inc.

WASHINGTON, D. C. 20001

Front Page	Edit Page	Other Page

PHOENIX, ARIZONA
REPUBLIC

M - 146,624

S - 215,445

SEP 27 1967

Citizens Committee Meets

Highway Beauty Guidelines Sought

A special 20-member citizens committee yesterday was asked to help the Arizona Highway Department write rules governing billboards and junkyards, plus state legislation to enforce them.

The plea was submitted to the committee by William Ordway, Highway Department representative on the committee.

F. J. McDonald, chairman of the Governor's Commission on Arizona Beauty, spoke to the committee on behalf of the governor at a meeting in the governor's conference room. He urged them to tackle the over-all problem of highway beautification as a service to the state.

Committee Chairman Lloyd J. Perper of Tucson said the first two or three meetings will be devoted to assembling facts and hearing from opposing sides

on the problems of billboard and junkyard control.

Ordway's plea to the committee was in the nature of outlining the task it faces as a result of the federal highway beautification act of 1965. The act provides for withholding up to 20 per cent of federal road construction funds from states that do not meet federal standards.

Ordway distributed copies of the federal standards or rules. He explained the U.S. Bureau of Public Roads has asked all of the states to write their own rules, allowing them some variation from the federal standards.

Several states already have prepared acceptable rules, Ordway said, and he volunteered to furnish the committee copies.

The first fact-finding meeting of the committee will be held at 1 p.m. Oct. 23.

A spokesman for the U.S. Department of Transportation will be invited to attend and outline the federal position.

Hobart O. Pritchard, director of the Coconino County Planning and Zoning Commission and a member of the committee, said his county adopted regulations to govern billboards throughout the county last month. He offered to furnish copies to the committee.

Ted Edmundson, vice president of Eller Outdoor Advertising Co., Phoenix, urged the committee to resist dictation by the federal government. He said the problem can be narrowed down to the size of billboards that will be allowed, spacing, lighting, and the definition of an unzoned area.

Ordway agreed, adding that of 12,000 billboards and signs in Arizona, "9,000 to 10,000 are out in the sticks and are already controlled by federal law."

"So we are talking about the remaining 2,000 in such areas as downtown Phoenix, along Van Buren Street, and such places," he said.

Ordway urged the committee to involve the U.S. Bureau of Public Roads in its deliberations. He suggested that if the committee can agree on rules that Arizona can live with and which are acceptable to the federal agency, they could be approved before the legislature is asked to enact enforcement legislation.

Press Intelligence, Inc.

WASHINGTON, D. C. 20001

Front Page	Edit Page	Other Page

HARTFORD, CONN.
TIMES

E-133,803

OCT 3 1967

Prescribe Now, Plant Later

Both Republicans and Democrats in Congress have admonished President Johnson to cut back on domestic spending to win enactment of his 10 per cent surtax. Cutting back on domestic spending, however, is something for which Congress itself exercises a reluctant responsibility.

Although congressmen like to preach about lean budgets, they seldom refuse any pork-barrel fat for their own districts or for powerful interests within their constituencies. They want budgets pared to escape the onus of raising taxes, but they want the President to do the paring.

The President, of course, plays the same game, for to the politically sensitive mind, who gets praised or blamed for something is sometimes more important than action, or decision, or the program itself.

A current example is President (or Lady Bird) Johnson's highway beautification act. Under pressures from the billboard lobbies the House Public Works Committee has compromised the original act by permitting the states to set standards for removing billboards in commercial

areas bordering interstate highways.

The House committee reported a bill authorizing \$85 million for the program: \$5 million for billboard control; \$10 million for junkyard control, and \$70 million for landscaping.

Congress would do far better if it retained the beautification act's standards but cut the act's landscaping budget. Stringent controls can do much to remove unsightly commercial signs and automobile graveyards.

But to leave the setting of standards to negotiations between state officials and the businesses affected is to return the problem to its original, unsatisfactory conditions.

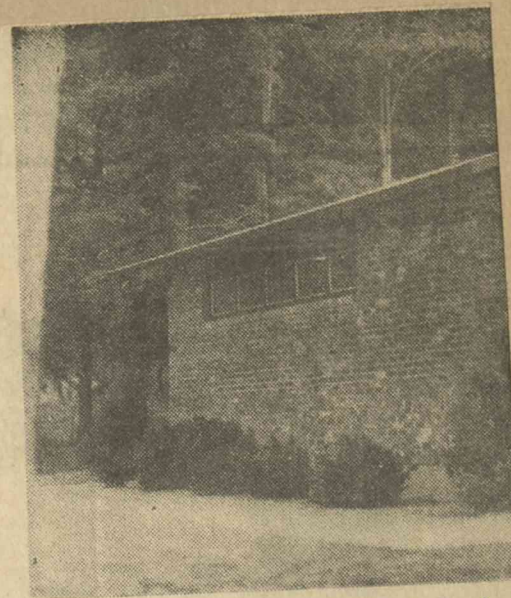
Weighed against the mountainous deficit of the Vietnam war, the shocking problems of the cities and a host of other domestic needs obviously more urgent, the planting of shrubs along interstate highways is postponable.

Growing seasons recur, but the opportunity to establish effective guidelines enjoys no such regularity.



THIS REST AREA in Pittsfield, Me., is typical of those built by Maine State Highway Com-

mission on Rte. I-95. Eight have already been constructed, and 20 more are planned.



NEW REST ROOM—Rte. I-95 in Aug. Me., rest area. The rustic building contains

Rest Rooms, Other Amenities Envisioned

More Roadside Rest Areas Planned

By A. S. PLOTKIN
Globe Transportation Editor

A rested, relaxed driver is apt to be a safer driver.

That is why Massachusetts and the other states are embarking on a multi-million dollar campaign to install more and bigger rest areas in rustic areas along major highways.

Even the privately funded Massachusetts Turnpike Authority, which now offers its customers eight restaurants for food breaks, hints it may embark on a similar program in a few years.

The Mass. Dept. of Public Works has for years maintained numerous highway turnoff spots where the driver of a big truck or the family chariot could take a short snooze, eat a picnic lunch or simply get out and stretch.

Now the D.P.W. has meshed gears to launch a statewide network of more elaborate combination rest and comfort areas and information stations for out of state visitors.

Initially there will be nine of them, and D.P.W. is in preliminary negotiations with a Falmouth architectural firm for the design of a colonial-type structure.

These centers would probably be open on a year-round basis, and offer such amenities as flush toilets, pay phones and comfortable chairs. In addition there would be the usual picnic table sets

and trash barrels—but no fireplaces, since the department frowns on them for safety reasons.

The first nine rest area-information centers are planned for these areas, all near state borders:

Bernardston, Rte. 91; Longmeadow, Rte. 91; Sturbridge, Rte. 84; Seekonk, Rte. 105; Salisbury, Rte. 95; Methuen, Rte. 93; Tyngsboro, Rte. 3; Attleboro, Rte. 95 and North Attleboro, Rte. 295.

The Federal government, under the 1965 highway beautification act, would pay 100 percent of the cost. But Congress has been slow to appropriate funds for fiscal 1968, and so a delay is possible.

But there is another Federal kitty to pay for Massachusetts' fancy new rest areas, the regular highway-aid fund. And the D.P.W. for that reason is reasonably confident it can go ahead—Congressional action this year or not.

An important element is the creation of proper acceleration and deceleration lanes—long enough to comply with the Bureau of Public Roads (BPR) tougher safety standards.

Another will probably be the need to provide proper maintenance and policing of the areas. Petty thievery and vandalism can be a bugaboo for the D.P.W. and all the other state and toll road agencies.

The BPR has been encouraging the bigger, better rest areas. It used to urge as a yardstick a 45-minute driving interval between them; now it suggests this be reduced to 30 minutes.

The Mass. Turnpike Authority designed the miles of its initial highway in 1954, before Congress enacted the Interstate Highway program its progressively more demanding standards for safety.

The authority made no provision then for areas, arguing that the Howard Johnson restaurant (plus its ten gasoline filling stations) provided a suitable set of turnoff possibilities for rest.

There are some, however, who feel that the asphalt-topped commercial areas, with trucks rolling in and out, are hardly conducive to soothing frayed nerves or relaxing tired muscles.

The Maine Turnpike likewise provides no rest areas, but that state's highway commission is ahead of Massachusetts in making strategic locations attractive rest sites available on other roads. Eight have been built so far, and at least 20 more are in the works.

An unusual aspect of the Maine sites is shingled canopies over picnic tables, providing shelter from hot sun or rain.

The New York Thruway Authority, whose toll highway network was also privately-financed, claims 11 rest areas and plans quite a few more. The new ones will be "much more sophisticated," with flush toilets and electric lights.

The New York authority, says a spokesman, is beginning to feel the "competition" from the growing number of rest areas in other states, if this is not already the case.

Open Field for Billboards

Indications are that the Highway Beautification Act is going by the boards—the billboards. It has proved to have a dull edge in attempts to slice federal road funds from those states not in compliance with the law's standards for outdoor advertising.

Under agreements of the Federal Government with five states and the District of Columbia, many a billboard now standing will be felled. Only signs put up in the future would be regulated.

These agreements, the first concluded since the beautification program was launched two years ago, are at wide variance with the intent of the law, which specifies the removal by July 1, 1970, of all signs in non-commercial areas along interstate and primary highways.

In commercial and industrial areas, the size and space of signs were to be regulated through compacts with the individual states.

After passage of the legislation the Bureau of Public Roads suggested enforcement standards that called for the removal of many billboards, under threat of withholding 10 percent of federal highway funds from states not complying.

This set up howls of anguish from billboard lobbyists in state capitals loud enough to drown out protests against the monstrosities. The din also echoed in Congress, and triumph of billboard pressure now appears almost complete.

In a recent report the House Public Works Committee said the suggested standards "are no longer relevant" and that negotiations with a state are to be based on proposals put forward by the state.

Judging from past performances, waiting for strict billboard controls to come from the states is like waiting for the signs to rot and fall down.

County planners to hear plea on billboard variance

Members of the Shasta County Planning Commission will consider a variance Thursday requested by the city of Redding to erect a billboard at Interstate 5 and Main Street near Cottonwood.

A variance is required because Ryan Outdoor Advertising Co. has a permit for a billboard within 1,000 feet of that requested by the city to advertise Redding's facilities.

Planning Director James Herbert said Ryan Outdoor Advertising Co. plans to erect the city sign and lease it to the city.

In the past, planners have maintained strict restraint in allowing billboards and have softened only in the past few months as business firms have complained of a falling economy.

They denied permission by various applicants last month to erect three billboards.

A public hearing on the city's variance request is set for 10:20 p.m. Thursday in the supervisors' chambers at the courthouse.

The planners will begin their meeting, to be held a week earlier than the regularly scheduled meeting — since Oct. 12 is Columbus Day — at 1:30 p.m. to discuss progress on design of the county's general plan.

Communications and study matters will occupy planners for the remainder of the afternoon as no tentative subdivision maps have been submitted for approval.

The planners will adjourn at 6, returning at 8 p.m. for public hearings on five zoning change requests, six use permit requests, a variance request by Emil E. Tweten to create two lots of less than the required

one acre on Old Oregon Trail road north of Loomis Corners, and the city's variance request.

Zone change requests are for the Halpin, Lopez and Leep property in the Whiskeytown national recreational area from recreational to limited multiple-family residential; the L. W. Nelson property of 150 acres at Churn Creek Road and Valley and Weeks lanes from unclassified to agricultural; a lot in the Oakwood Estates subdivision north of Redding near Lake Boulevard from unclassified to single-family dwelling; the Audia and Moore property in Central Valley from multiple-family dwelling to neighborhood commercial; and the Bryan property on Bartel Street in Burney from rural residential to multiple-family residential.

Hearings are to begin at 8:55 on use permits requested by:

- Standard Oil Co. for a service station and 70-foot-high sign at the northwest corner of Interstate 5 and Oasis Road.

- Ryan Outdoor Advertising Co. for a billboard in a retail

business district at Bechelli Lane 100 feet south of Wilshire Drive.

- W. Jaxon Baker, Inc., for a temporary asphalt concrete hot plant, rock crusher and gravel removal operation on Stillwater Creek about two-thirds of a mile south of the Enterprise County Disposal Area.

- Bella Vista Properties to establish a 28-space mobile

home park in an unclassified district at Old Alturas and Deschutes roads.

- Seventh-day Adventist Church for classrooms at Lawncrest Junior Academy near Irwin Road in Enterprise.

- Walter A. Junge for a single-family dwelling and a trout farm in an industrial district at the south end of Eastside Road north of Anderson.

Press Intelligence, Inc.
WASHINGTON, D. C. 20001

Front Page Edit Page Other Page

REDDING, CALIF.
RECORD-
SEARCHLIGHT

E-21,208

OCT 4 1967

The Billboard Lobby Wins Again

It would appear again that what the billboard lobby wants, the American public must live with — no matter how distasteful. In the latest instance, the administration has been forced to back away from its original aim of requiring the removal of billboards in commercial areas under the Highway Beautification Act.

A sad fact of life it is, but the billboard lobby, through pressure on Congress, has succeeded in scuttling a major feature of the ambitious highway beautification program launched with fanfare two years ago. Under legislation setting up the program, the Bureau of Public Roads suggested enforcement standards that would have required the removal of 50,000 signs in commercial areas by 1970 and an additional 128,000 by 1973.

But under threats of rewriting the legislation completely, congressional committees forced Transportation Secretary Alan S. Boyd to disregard the suggested standards, which had been issued as a basis for negotiating agreements with the states. Consequently, not a single billboard in commercial areas will have to come down under agreements with five states and the District of Columbia—the only ones concluded thus far—and presumably the pattern established of applying regulations only to billboards erected in the future will be incorporated in pacts with the other states.

While law requires removal by July 1, 1970, of all signs in noncommercial areas along interstate and primary roads, the billboard industry, unless there is an unexpected reversal of form, also will get its crippling licks in that area. That proposed appropriations for the entire billboard control program during this fiscal year have been trimmed to \$5 million in Congress, hardly enough to meet the

needs of a single state let alone the entire nation, reflects the outdoor advertising industry's power in high places and its determination to thwart the public interest.

That the industry has succeeded in preventing removal of billboards in commercial areas, where most of its signs are located and where the secretary of transportation held power to negotiate agreements, stands as warning of what to expect in the noncommercial province. The tiny appropriation proposed in Congress for the vast control program signifies trouble for the administration, and the public, in any realistic approach to the billboard problem.

And, unfortunately, neither the public nor the administration has been able to get the message through to Congress on that issue.

Press Intelligence, Inc.
WASHINGTON, D. C. 20001

Front Page Edit Page Other Page

SPRINGFIELD, MASS.
NEWS

E-98,376

OCT 18 1967

Press Intelligence, Inc.
WASHINGTON, D. C. 20001

Front Page Edit Page Other Page

DENVER, COLORADO
POST

E-255,372

S-341,016

SEP 26 1967

Valley Highway Beautification Suggested by Citizens Group

The State Highway Department was urged Tuesday to allocate funds in 1968 to begin beautification of the Valley Highway in Denver from the Santa Fe Drive turnoff to the north city limits.

The request was made by Judge William Burnett, vice chairman of the South Platte Area Redevelopment Council (SPARC), a citizens group whose aim is to promote and coordinate beautification and redevelopment projects in the metropolitan area.

The Valley Highway segment is "the most seen stretch of highway in the state, but it is also the dreariest and, in places, it is downright ugly," Judge Burnett said.

He noted that the Highway Department reportedly had \$385,000 for highway beautification in 1967 under the Federal Highway Beautification Act. Some of it was spent on Interstate 70 and 6th Ave. in the Denver area and the rest scattered over the state, according to Judge Burnett.

He commended beautification work on Interstate 70 and added:

"This demonstrates what can be done. On the other hand, weeds are the predominant vegetation on the steep slopes in the Central Valley right of way."

The Billboard Matter

Rep. Dave N. Vigneault, D-Springfield, has made charges which cannot be dismissed lightly in connection with the bill to give towns and cities veto power over billboard locations.

The bill was rejected in the House 106-103 yesterday, with Rep. Vigneault claiming he had been "offered a bribe by the industry" to be absent when the vote was taken.

Rep. Vigneault was on hand to vote against rejection, as were Reps. James J. Bowler, Democrat, and Frederick M. Whitney, Republican, also of Springfield. All other Springfield legislators in the House voted for rejection.

While it cannot be automatically con-

cluded from Rep. Vigneault's claim of a bribe offer that anything less than good conscience was involved in votes against the billboard bill, it is still a serious matter when a member of the General Court is willing to air charges with so many obvious ramifications. Rep. Vigneault did not mean to be ignored, and says he gave it "a lot of thought" before declaring in public he was the target of an illegal approach on a legislative matter.

The next step should be some form of communication between Rep. Vigneault and the attorney general's office for proper investigation of the ugliness the legislator claims the billboard proposal brought to light.

TOLEDO, OHIO
TIMES

M-31,551

SEP 2 5 1967

The Billboard Lobby

THE BILLBOARD lobby has just about succeeded in its effort to kill the federal Highway Beautification Act of 1965 before the law has ever been given a real chance. Although some \$142 million was apportioned under the law for the three objectives of billboard control, junkyard screening and scenic enhancement, little of the money had been spent before the act expired on June 30. The delay and inaction have been due largely to the hamstringing tactics of the billboard industry in the states.

Last month the U.S. Senate approved a one-year \$85 million extension of the 1965 act. This represented a sharp curtailment of the \$380 million, two-year extension which President Johnson had requested. But even the limited program voted by the Senate is given little chance of approval in the House, where the billboard lobbyists have succeeded in bamboozling members into believing that there is widespread popular opposition to billboard control. Actually the House is being influenced against highway beautification merely because the self-serving and well-financed billboard interests have a band of vocal champions, while the numerous public spirited supporters of natural beauty have few spokesmen.

As a result of the outdoor advertising industry's campaign, Congressman John C. Kluczynski of Illinois, the original manager of the 1965 House bill, is now working to re-vamp the law so as to reduce controls on billboards. Under the lobbying pressure, the Johnson Administration has signified its willingness to grant more latitude to the states in billboard control. The hope is that this concession will allow the legislation to pass the House. Secretary of Transportation Alan S. Boyd has said he is "fully prepared to accept state determinations with respect to zoned commercial and industrial areas" that would be exempt from billboard controls.

Despite the Administration's retreat, the 1967 highway beautification measure is given slight chance of final enactment. In view of the predicted emasculation of the bill in the House, its demise would hardly represent a great loss. An effective highway beautification program may have to await the time when roads have been so obstructed and defaced by signs that the public finally registers its disgust with the ruination of its scenery.

Planting Program



DENVER, COLORADO
POST

E-255,372

S-341,016

SEP 2 6 1967

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Beauty Waits on Money

HANDSOME is as handsome does, the old saw would have it. The same might well be said of our fledgling highway beautification program.

Begun in 1965 as a controversial but generally praiseworthy attempt to improve car-window scenery by reducing the number of billboards, screening junkyards and landscaping highway rights-of-way, it is hung up now on the prosaic matter of money.

The president wants a \$380 million, two-year extension while the senate has approved \$85 million for one year. In the process, individual senators have had their say.

Nebraska's Roman Hruska is on record questioning any priority system that authorizes \$85 million for highway beauty and only \$20 million for highway safety. He has a point,

remembering that upwards of 50,000 Americans lose their lives each year on the nation's streets and roads.

Sen. John Williams of Delaware takes a slightly different tack in questioning the beautification program. What is to be gained, he asks, by spending a large part of that \$85 to remove billboards if, at the same time, other agencies of the federal government, notably the Bureau of Public Roads, spend almost \$5 million to erect still other billboards?

Many of these latter signs, he says, are put up to tell taxpayers how their money is being spent, a fact the penny-pinching senator figures they are all too painfully aware of already. And if not, he adds for good measure, "they will be by the time they get the bill for the administration's 10 percent surtax."

NATIONAL INSTITUTE OF PUBLIC AFFAIRS

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CARL F. STOVER
President

AREA CODE (202)
296-0903

October 11, 1967

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1717 H Street, N.W.
Room 312
Washington, D. C. 20591

Dear Fred:

Thank you for your generous donation of a Saturday morning to NIPA Conference participants! I apologize for not officially thanking you immediately for an excellent contribution to a most worthwhile session. Your discussion and the slides that were shown were well received.

I'm enclosing additional copies of the Nashville article which mentions the planning session--thought you might like to send them to relatives!

Enjoyed meeting Cynthia Chaplain and hope you and the Chaplains can attend the Evans dinner Thursday. Thanks for your continuing support of NIPA and the Lowers!

Sincerely,

Tina

Mrs. Tina Lower
Program Associate

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The Billboard Accusation

Rep. Dave N. Vigneault is wrong. The Springfield legislator charged Tuesday that he had been offered a bribe to "take a walk" during a vote on a measure that would have given local communities veto power over billboard locations. "There's no 'For Sale' sign on my vote," he told legislators moments before they rejected the billboard legislation on a 108-104 rollcall.

First, the accusation should have been made to law enforcement authorities, not to the floor of the House. The legislator's action undermines confidence in the law by giving the impression that going to the authorities brings no satisfaction.

Further, the phrasing of Rep. Vigneault's charge implies that the legislators who voted

against the bill in question accepted bribes. And the unspecific nature of the charge casts suspicion on all who opposed the measure.

Finally, there appears to be no substance to Vigneault's allegation. When asked by the Attorney General to name those who offered the bribe, he declined. He thus impugned the integrity of the billboard industry without any basis in fact.

It is unfortunate that the House did not pass the billboard measure. It would have done much to help insure that billboards do not blight our environment. But Rep. Vigneault's irresponsible charge only caused harm, and the House Ethics Committee should consider this effect when it looks into his conduct on the matter next week.

Press Intelligence, Inc.
WASHINGTON, D. C. 20001

Front Page
Edit Page
Other Page

BOSTON, MASS.
HERALD TRAVELER

M-296,825
S-300,252

OCT 21 1967

DES MOINES, IOWA
REGISTER

M-237,172
S-509,405

OCT 6 1967

CANDIDATES DIFFER OVER BILLBOARDS

Majority in Favor
Of Some Control

By James Risser

Most of the 34 candidates for the Des Moines City Council say they favor some controls by the city on signs and billboards.

They differ greatly, however, on the extent to which they would regulate them.

Some want regulations that would cover such things as size, quantity and location, while others think regulations should be confined to making sure that signs are not located in such a way as to be a traffic hazard.

The candidates gave their views in a telephone survey conducted by The Register.

The present City Council appointed a 15-member citizens committee to study the problem of signs and billboards after some council members said present city ordinances provide inadequate controls.

Wide Study

The committee is making a broad study of such matters as esthetics, zoning, building materials used in signs and billboards, location, size, quantity, and how to compensate owners of signs that should be removed.

The committee soon will present a proposed sign and billboard ordinance to the council.

Some candidates, while favoring controls on signs, said they wanted to see the committee's report before taking a specific stand. Many candidates indicated they were not aware of the committee's existence.

Primary Oct. 14

The 34 candidates will be cut to 14 in the primary election Oct. 24. At the Nov. 7 general election, a mayor and six other councilmen will be elected under Des Moines' new councilman-a-gar-ward government. Four of the councilmen will be chosen from wards. The other two and the mayor will be elected at-large.

The question asked the 34 candidates:

Do you favor city regulation of signs and billboards? These were their answers:

Mayor

Candidates for mayor:

George C. Whitmer, 72, 3104 John Patterson road, the present mayor: "I favor some regulation of signs and bill-

SIGNS —

Continued on Page Seven

CANDIDATES ON SIGN CONTROL

SIGNS —

Continued from Page One

boards. That's the reason the sign committee was appointed, to come up with something that is a result of study by interested citizens."

Thomas N. Urban, 33, 4225 Greenwood drive, a business executive: "Yes, I do. I think all signs and billboards ought to be in good taste and fit in with the decor of a particular area. I do feel, however, that we should not deny the rights of businesses to advertise their products. The recommendations of the committee presently studying that question will merit study."

Walter J. Bricker, jr., 48, 1371 York st., an airline employee: "As a result of the work of the sign committee, there certainly must evolve some guidelines which could be a basis of a city ordinance to be studied and evaluated by the City Council."

James N. Parker, 56, 821 Hickman road, a vacuum cleaner firm operator: "Yes, but I'm a great believer in free enterprise and I think they've overdone this thing. Of course, where it would be defacing an area, it (regulation) should be considered. But let's not be too tight on the businessman. These people have to have signs to sell their wares. It's an important part of our economy."

At Large

Candidates for the two at-large council seats:

Jens Grothe, 71, 4210 Hickman road, incumbent councilman and attorney: "Yes, definitely. I, of course, am opposed to taking any action that would result in confiscation of property unless they (signs) are phased out on a long-term basis."

Leo E. Gross, 35, 224 S.W. Forty-second st., an attorney: "Signs are needed for advertising but there are esthetic considerations for the city, too. The committee studying signs will make a report to the City Council. Any ordinance dealing with restriction of signs is a big order and I think we're going to have to await that report."

Earl T. Holst, 51, 2516 Forty-eighth place, appliance store operator: "Certainly the city has to regulate them. You can't let individuals do anything they want to with signs. The city has to be the enforcing agency. There is a possibility of over-regulating, though, to the point where business can't move."

Mrs. Margaret Simone, 32, 2128 Willowmere drive, housewife and real estate sales: "I don't have all the facts and don't have a full opinion yet. I would have to wait until I am on the City Council. I will say this, I am openminded about it."

Dennis L. McCarty, 30, of 2504 Forty-eighth place, apartment house owner and operator: "I definitely think this is something that should be considered and studied. You can't just let them be put up haphazardly. It has a lot to do with the esthetics involved and this has to be taken into consideration."

Joseph G. Bertroche, 33, 3916 Forest ave., an attorney: "I never favor governmental control of private enterprise if it can be avoided. I feel that, with safeguards to protect private enterprise, the council should set down general guidelines for the erection of signs in the city."

Michael J. Cochran, 28, 624 Fifty-sixth st., a grocer: "Just as far as a safety hazard is all. Beautification such as on the interstate highways is taken care of by the federal government. They are making signs now that are safer."

Lawrence A. Graves, 54, 1054 Sixteenth st., a school employee: "Yes, I definitely do."

R. John Berard, 27, 1611 Thirtieth st., a real estate salesman: "Yes, I definitely do. If you drive along the highways in some of our eastern states, it's like watching the Wednesday night movies — all advertisements. Signs should not be distracting to motorists. They should be regulated as to quantity and taste."

Mrs. Brenda LaBlanc, 39, 101 E. Washington ave., a housewife: "I think the city should be concerned about them in so far as they affect safety — blocking the view of traffic, for example. But from a purely esthetic point of view, no."

Angelo J. Mazza, 43, 1515 Twenty-sixth st., self-employed: "As long as it doesn't fall into the hands of political groups that would favor one person over another; as long as it wouldn't hurt the small businessman and small sign companies."

Ward 1

Candidates for the Ward 1 (northwest) seat:

Wallace E. Buss, 64, 3005 Jefferson ave., an incumbent councilman: "Yes. We have a committee that is studying signs and billboards. When the committee comes up with a recommendation, the council will consider it."

Charles W. VanderLinden, jr., 39, 2904 Thirty-fourth st., a consulting engineer: "Yes. Signs, billboards and such things as overhead power lines should be regulated."

NEW ORLEANS, LA.
STATES-ITEM

E-137,843

OCT 6 1967

Beautification Junked

Two years ago, Lady Bird Johnson, with visions of a greener America in mind, induced Congress to pass the Highway Beautification Act.

The act called for federal-state cooperation to get rid of some 268,000 miles of billboards and junkyards infringing on pastoral beauty along the nation's major highways.

It seemed a likely project for the First Lady.

Now, only two years later, Mrs. Johnson's Texas-size project has all but ended up on a Great Society junkheap. The plight of the highway beautification (Mrs. Johnson doesn't like that word, understandably) project probably is as good an index as any to the fate of the Great Society.

With Vietnam and the cities to worry about, Congress apparently has decided that highway beauty is one thing that can wait. The billboard lobby also has wielded considerably more weight than had been anticipated.

Consequently, the administration has abandoned its original goal of requiring the removal of billboards in commercial sections, and only five states and the District of Columbia have signed up for Mrs. Johnson's project. The Department of Transportation will retain regulatory powers over new billboards in commercial zones in states which join the program.

Mrs. Johnson's idea was worthwhile. It has made the public aware of urban encroachment on rustic beauty. Unfortunately, the program was too sweeping, ill-conceived and it has fallen prey to greater, more urgent concerns. Given the state of the nation in 1967, beautification must come under the heading of luxury.

It can be hoped that the esthetics of the billboard industry have been improved by the skirmish.

It looks like the industry and state and local governments will have to carry the brunt of the beautification fight for the foreseeable future.

GOP's Say It's All in Family

By Mary Wiegiers
Washington Post Staff Writer

Four freshmen GOP Congressmen last night criticized not only President Johnson's spending policies but Lady Bird's as well.

The Congressmen met with the League of Republican Women of the District of Columbia in a panel discussion at the Capitol Hill Club in the Congressional Hotel.

Rep. Roger Zion (R-Ind.) charged that spending \$2.2 billion to buy up billboards all over the country through Lady Bird's Beautification bill was "ludicrous."

"It seems ludicrous to spend 2.2 billion to run an industry, like the outdoor advertising industry, out of business, and that's what this bill would do."

Zion said that the bill would spend \$75 million to buy "rock outcroppings, a tree, a bush, a dry stream bed." He agreed that rocks, trees and streams can be beautiful, but added, "it seems ludicrous that the Federal Government has to own these things for people to look at them."

He said that on the basis of priorities, "It is unwise to use money to buy rock outcroppings when there is a war in Vietnam."

THE THREE other members of the panel, Rep. Robert Mathias of California, Rep. Philip Ruppe of Michigan, and Rep. Sam Steiger of Arizona joined Zion in agreeing that the 10 per cent surcharge tax was dead.

"If we're going to do anything, first we should reduce expenditures," Rep. Mathias said.

Rep. Ruppe added that he believed that the public feels that if the money is collected by the government it will be used to spend more, not reduce the debt.

Zion added that the White House has called his office to find out if he would support the tax increase. "I told them that I would if they would abolish the Office of Economic Opportunists."

When asked how the people in Indiana felt about the peace demonstration at the Pentagon here last weekend, Zion said, he couldn't speak for all the people, but it was his feeling that the peace demonstrators should be "colored yellow."

"If this was a declared war, they would be branded as traitors, but since it isn't, I think we ought to color them yellow, so they'll be known for what they are."

REP. Steiger, who is on the District of Columbia Committee, said that he learned by riding with the D.C. police in a squad car at night, that crime in D.C. is probably even higher than reported. D.C. ranks in the top 10 of reported crimes and due to the predominance of Negroes here, who are also most often the victims of crime, much of the crime isn't reported, he said.

"If Congress, who controls this city, can't solve the problem of crime in the streets here, it can't handle crime in the streets in other cities."

A buffet dinner followed the discussion sponsored by the League's Evening Study Group.

Setback for Home Rule

Rejection by the Massachusetts House of the local veto on highway billboards was a slap in the face for home rule and, though the margin was slim, a regressive step for the commonwealth as a whole. It would be the more regrettable if a charge of attempted bribery in connection with the vote were borne out by investigation—and the investigation must come.

Meantime, there is no sound reason to believe anyone was bribed to vote as he did. Rep. Vigneault of Springfield was the legislator who said he had been offered a bribe—to refrain from voting on the bill.

The proposal, which would have given communities a sorely needed veto power over the location of billboards and other highway signs within their boundaries, was clearly a home-rule matter. What is fairer than giving the towns and cities the power to keep their roadsides free of defacement? Leaving such control with the state's Outdoor Advertising Authority is callous indifference not only to the pride of a community in its appearance, but to the depressing effect that advertising signs

and gimmickry can have on property values.

Perhaps by state election time next year most citizens will have forgotten about the bill and the way it was treated by the House. (It had already been passed by the Senate.) But this is the kind of issue the voters should remember and, in this instance, seek an explanation from those who spoke and voted against a most suitable application of home rule. Rep. Grimaldi, a candidate for mayor of this city, was among five Springfield legislators who voted against the local veto; the others were Reps. McKenna, Kimball, O'Brien and Scibelli. Voting in favor were Reps. Vigneault, Whitney and Bowler.

Arguments against the local veto, such as the cost of conducting local hearings on sign locations and Mr. Grimaldi's fear that "non-uniformity" among communities might result, have not been impressive. They are dwarfed by the towns' and cities' lack of defense against unsightliness—and all its effects—within their own boundaries.

The Washington Post

For and about WOMEN

SECTION C WEDNESDAY, OCTOBER 25,

Press Intelligence, Inc.
WASHINGTON, D. C. 20001

Front Page Edit Page Other Page
PHOENIX, ARIZONA
REPUBLIC

M - 146,624
S - 215,445
OCT 24 1967

Many Rural Billboards Doomed Under U.S. Law

Thousands of signs in rural areas but only a few in urban areas must come down under a federal-state program aimed at controlling roadside billboards and junkyards.

That was the message given yesterday to the Arizona Citizens' Committee on Billboard and Junkyard Legislation by George McInturff of Washington, a representative of the Bureau of Public Roads.

McInturff outlined the requirements of the federal law, but told the committee the federal agency will recognize special state problems such as Arizona's long distances between communities and lack of rural commercial development.

HE POINTED out that the Arizona has about 7,500 signs located outside commercial areas that must come down because they violate federal law by being within 660 feet of a federal interstate or primary highway.

"As long as they come down, it is up to the state what it does about the others in urban areas or unzoned commercial areas," he said.

However, he pointed out that if the state does not adopt standards that are in compliance with the federal standards it will lose 10 per cent of its federal highway construction funds.

McINTURFF SAID the bureau would like to work with the state and help the committee so this would not happen.

However, he said the federal agency has not insisted on each state following an exact pattern, that standards approved so far vary widely as to spacing of signs, size and the length of unzoned areas.

He told the committee that a federal study of the state shows that Arizona has only five signs in urban areas that might exceed a reasonable size limitation.

"OUR STUDY indicates that no matter how long you make your 'unzoned area' where signs would be permitted, it won't make much difference in the signs that have to come down."

And he expressed belief that because 10 of Arizona's 14 counties have zoning in effect, the problem would be further simplified because federal rules already prohibit designating an "unzoned area" where there is local zoning.

OKLAHOMA CITY, OKLA.
TIMES

Nobody Cares

THE passage of a greatly weakened city sign ordinance by the city planning commission last Thursday is a clear signal that the beautification battle has been lost.

Not a single group showed up to protest the weakening of this ordinance. Earlier the Oklahoma City Chamber of Commerce, the American Institute of Architects and Oklahoma City Beautiful had pressed the planning commission and the city council for strong restrictions on billboard and commercial property signs.

Now the whole process has been reversed. In some respects, such as the size of signs on expressways, things will be more wide open than before.

HOWEVER, it will do no good to blame officials. The reason this has happened is simple:

The Oklahoma City public apparently just doesn't care.

The previous city council was willing to stick its neck way out and pass a strong ordinance. The Oklahoma City Chamber of Commerce time and again mobilized support for the cause.

But there was no groundswell of support from the general public. Even garden clubs and similar organizations didn't use their prestige and influence.

IN the meantime the sign companies and their allies poured it on hot and heavy.

In the absence of countervailing support from the public, it is not surprising that planning officials and city officials threw in the sponge.

The matter still has to go before the city council. But it looks as though we will have commercial, freestanding signs 40 feet in height (rather than 25 feet) and 50 feet on expressways (rather than 35 feet).

Signs will not have to be set back at least 20 feet. The new ordinance requires no set back as long as the sign does not have street overhang. Billboards still can be placed on lots where there are no buildings.

The only gain is that no new billboards can be allowed on roofs of buildings other than those which now exist. But none of those presently on roofs will be removed.

OKLAHOMA Cityans apparently are so used to the ugliness and clutter along their streets that they don't care. And so a real opportunity to do something about it has gone down the drain.

If our children ever develop a sufficient aesthetic sense to wonder why the Oklahoma City of their day lacks so many elements of the beautiful, it will be easy to answer. Just point to October 12, 1967, as the day the beautification effort was buried . . . and without even any mourners present!

Press Intelligence, Inc.
WASHINGTON, D. C. 20001

Front Page Edit Page Other Page
SPRINGFIELD, MASS.
UNION

M-78,948
OCT 19 1967

M-20,733
OCT 1 1967

Rep. Riehle Expects Heavy Opposition In Urban Areas Against Billboard Ban

By TOM SLAYTON

Billboard lobbyists will fight a proposed billboard ban on grounds that it isn't workable in Vermont's urban areas, predicted the man behind the ban Monday.

Rep. Theodore Riehle, R-11-2, of South Burlington, speaking to the Rutland Rotary Club, said:

"The national billboard lobby will probably attack the proposal by saying that it's all right for rural areas, but not for commercial areas."

He added significantly: "This is one sure way to kill the effectiveness of this plan."

Riehle heads a Legislative Council committee that has endorsed a plan to replace all billboards in the state with state-owned directional signs and "sign plazas."

He outlined his committee's plan to the Rotarians, predicted the lobbyists' attack, and urged that commercial areas as well as rural ones be made billboard-less.

Riehle said that if the billboard ban isn't applied to all areas of the state, whether they are urban or rural, billboard interests will attempt to get the entire state labeled as commercial land.

"If we exempt commercial areas in this plan," he explained, "pressure will be brought on town after town to zone commercial."

Riehle cited the state of Montana as an example, saying that "practically the entire state" is now a commercially zoned area.

Urban areas would be treated differently under Riehle's billboard-banning plan, but would be included in it.

Instead of racks of equal-sized directional signs in urban areas, the legislator said, "sign plazas" could be built.

He described sign plazas as all-weather structures which would display maps of the region dotted with the tourist-oriented businesses in the area.

"They should be done attractively and with taste," Riehle specified.

The racks of directional signs, color-coded and grouped according to the type of tourist business involved, could suffice for the state's rural areas, he said.

The youthful-looking state



REP. THEODORE RIEHLE

representative hinted that a large and powerful concern would soon back his committee's proposed "tourist package," which includes the ban on off-premise signs throughout the state.

However, he declined to name the concern.

Riehle disclaimed ownership of the billboard ban and other parts of the proposed tourist program. "I would be the supreme egotist if I said this was a Ted Riehle idea," he commented.

Nevertheless, the program, which will be submitted to the Vermont Legislature in January, has been dubbed informally "the Riehle program" in many quarters.

The idea has gathered both strong support and strong opposition around the state.

Riehle earlier promised to speak in the Rutland area if invited. Monday was his first opportunity.

He described the issue as one of both "morality and money." He touched on the morality of either preserving or destroying natural beauty. But the majority of his talk was devoted to the money-oriented aspects of the tourist trade.

"I don't really call it progress when we take a beautiful field, cover it with concrete, and build a factory on

it that belches out smoke and pours out effluents," he said.

Riehle said the business of tourism — Vermont's second largest industry — amounts to \$164 million per year, and added:

"These tourists come here and spend their money, and then they take their children back home and educate them there. Vermont doesn't get stuck with the bill."

"We've got to guard the state's scenic beauty," Riehle said. "More than 65 per cent of the people who come here do so because of the state's scenic beauty — our history runs a poor second."

The South Burlington man described his "tourist package" as a four-faceted program to simultaneously clean up billboards while providing a better information service to visitors in the Green Mountain State.

The four parts of his "package," as outlined by Riehle Monday, were:

— A statewide telephone network, providing free tourist information.

— A state tourism directory.

— An expanded number of large information centers.

— The billboard ban and sign plaza-directional sign proposal.

The telephone network would cost \$25,000 to set up, a figure Riehle called "peanuts compared to the total income we derive from tourism."

A tourist would be able to get travel directions and information concerning gas, food, lodging, and recreational facilities at any time simply by lifting a telephone receiver and asking for it, he said.

The expanded tourist center program, Riehle said, would not mean more town or city-size information booths.

"What I'm thinking about is expanding the present system with large tourist information centers such as the one we now have in Guilford," he explained. These centers would work on a regional basis instead of the town-by-town basis that most such centers now employ.

Funds have been appropriated already for two more large centers, and Riehle said his committee feels that four ad-

(See Page 16: Billboards)

Billboards

(Continued from Page 9)

ditional large centers would complete that part of his program.

Of the billboard ban itself, he commented:

"We feel that billboards are no longer necessary. They are an anachronism of a day gone by."

Riehle noted that he has been criticized for advocating state ownership of the signs. Some opponents have termed his proposal "socialistic," he said.

The Republican legislator said, however:

"I'm big on private enterprise — when it can do the job itself."

He added that private enterprise had failed to provide adequate tourist information by the billboard method, and was destroying the beauty of the Vermont landscape in the process.

Riehle noted that the practice of some Vermont farmers of "prostituting their fields" by permitting billboards to be erected in them, while other farmers refused to use their fields for signs, resulted in sign clusters.

"So you get six, eight, or ten billboards together," he said, "and the more you get, the more distracting they are." Riehle said that billboard clusters form a highway hazard, and for that reason should be replaced with the state directional signs.

According to the South Burlington representative, billboards would be replaced with color-coded directional signs, complete with silhouettes to guide the traveler.

Under his plan, hotel-motel signs could be grouped together under a distinctive silhouette and could be painted a distinctive color. Restaurant signs would be grouped under another silhouette, and painted a different color, and so on for each facet of the tourist industry, Riehle said.

Riehle said the signs would be rented to businesses for \$50 per panel, and each business could have as many as four panels, each on a different sign frame. Resorts off the beaten track would be entitled to more than four panels, he said, in order to enable tourists to find them.

The program could be started in one of the state's more rural counties, Riehle said. It could be expanded gradually to more populated regions.

Also speaking to the Rotarians Monday was Fred S. Farr, coordinator of highway beautification for the federal highway administration, Washington, D. C.

Farr backed Riehle's proposed plan strongly, and said:

"It may be that Vermont will lead the nation in adopting a management program for outdoor advertising."

E-356,722
S-572,583

OCT 31 1967

BILLBOARD SPACING STANDARDS URGED

Standards to govern spacing between billboards along open highways must be developed by the Government and the billboard industry, Representative James C. Wright Jr. (Dem.), Texas, said yesterday.

He said that it was foolish to contend that open spaces and scenic areas can be preserved with no linear regulation whatever. He spoke at an annual convention of the Outdoor Advertising Association at the Chase-Park Plaza hotel.

Wright said he recently had counted 21 large billboards within one mile in a noncommercial section in Texas. Such an "abnormal and unsightly clutter" was not only offensive to the landscape but relatively unproductive to advertisers, he said.

By the same token, he said, it is absurd to decree that no signboards whatever be permitted along entire highway systems across the country.

Wright advocated a "pockets of beauty" approach, with all commercial advertising excluded from specific locations designated by each state as its most scenic areas. Within incorporated municipalities, each community should have full freedom to zone for billboards as it sees fit, he said.

He said attempts to keep billboards far from highway right of ways were producing in New York gigantic signboards that obscured more countryside than the smaller ones alongside highways. He termed them "monuments to our folly."

Citing modern conservation efforts of the lumber industry, water and air pollution control activities of the oil industry and noise control efforts of the aircraft industry, Wright said that enlightened and responsive industries not only could survive but also benefit from changes demanded by the public.

He said that the outdoor advertising industry would find some readjustments necessary because of growing concern over the despoilment of open space and scenic areas. Because the industry serves an important function in the economy and is an indispensable convenience to the traveling public, it need not fear that it will be forced out of business, he said.

Honolulu Star-Bulletin

HONOLULU, HAWAII Thursday, October 12, 1967

Meeting on new site for banyan

Members of the Outdoor Circle were to meet with Mayor Neal S. Blaisdell today to propose three alternate sites to locate the otherwise condemned banyan tree.

Mrs. Harold R. Erdman, landscaping and planting chairman of the circle, said the group has compiled a list of recommendations from tree experts on how to move the tree from the corner of King and Keeaumoku streets to make way for street widening.

"We know it's feasible to move the tree," Mrs. Erd-

man said. "You can't kill a banyan by moving it."

The organizer of the effort to save the banyan tree declined to name the three suggested sites but said moving it back on the Department of Agriculture land on which it stands is definitely "out."

The department declined to move a smaller banyan in order to make room further back for the 100-year old banyan on its small corner park.

Mrs. Erdman said the cost of moving the tree will most likely run over the \$5,300 set aside by the improvement district contractor, J. M.

Tanaka, to remove the tree.

But tree experts say that removal of the tree would probably be more expensive than first estimated, she said.

"It is up to the City and the people of Honolulu now to decide what is best for the trees," Mrs. Erdman said.

H. J. Young, acting City chief engineer, said his office has asked the contractor to hold up the time schedule on the improvement district until some decision can be made about the banyan.

Tanaka has already subcontracted the removal of the tree to Tajiri Lumber Co., but a spokesman for the contractor said he is waiting for a City order to proceed.

OCT 11 1967

RUTLAND, VERMONT
HERALD

Bedrock Challenge to Billboard Ban

Outdoor Ad Firm Argues Precedent-Setting Case in Supreme Court.

(Vermont Press Bureau)
MONTPELIER — A billboard firm appearing before the Vermont Supreme Court Tuesday challenged the state's new tough anti-billboard law and the philosophy that it's based on.

The Micalite Sign Corp. of Westmoreland, N.H., became the first billboard firm to challenge the new anti-billboard law before the state's highest court.

Atty. James Fitzcharles of Springfield, representing Micalite, argued that its sign near here advertising the Tavern Motor Inn should be allowed to stand for at least five more years and when it comes down the state should pay for its removal.

Assistant Atty. Gen. Louis P. Peck told the five justices on the Supreme Court that the Legislature had every right to pass laws ordering billboards down without compensation under the inherent police powers of the state.

Peck based all of his legal argument on the philosophy

established by the Vermont Supreme Court in a landmark 1942 decision on billboards.

This is the famous Kelbro v Myrick case in which the court decreed that off-premise billboards have no right to use the public highways for profit.

The challenge of the state's new anti-billboard law reaches the high court because Micalite is appealing a Washington Chancery Court action earlier in the year.

Judge William C. Hill refused to grant an injunction sought by Micalite to stop the state Highway Department from removing a sign located on Route 2 advertising the Tavern. It is an "off-premise" sign; signs were outlawed by the 1967 law from Interstate 89. Such legislation.

The sign is still standing because the matter is under litigation.

The sign — costing in excess of \$2,000 — was erected in July, 1966. It was legally erected under 1966 laws, but became illegal after the 1967 Legislature tightened up the state's billboard law and prohibited all off-premise advertising from the sight of the interstate system.

Fitzcharles argued before the Supreme Court that the Legislature changed its rules in midstream and made Micalite's sign illegal.

He asked that the state be ordered to leave it up for five years. This is a "grace period" which was allowed under the old law for signs declared illegal after their erection.

Fitzcharles also asked for compensation.

However, the 1967 Legislature amended the state's billboard law saying that compensation would have to be paid for any sign the state removed after Jan. 1, 1968.

Fitzcharles argued that this provision discriminates against his company because the billboard was ordered down during the eight-month period between the time the new law became effective and Jan. 1, 1968.

The Springfield attorney also said that a provision in the 1967 law which ordered a survey of all signs in the state to be completed by Jan. 1, 1968, signified that the Legislature "meant" to leave all signs up until then, regardless of the new law.

Peck objected to this argu-

(See Page 12: Billboards)

Billboards

(Continued from Page One)

ment, saying that the survey was ordered by the Legislature so the state would know how much it would have to pay for compensation when it ordered billboards removed after Jan. 1, 1968.

He said any signs ordered removed before Jan. 1, 1968, could be taken without compensation.

The state will start paying compensation for billboards removed after Jan. 1, 1968. The federal government will pick up 75 per cent of the tab, and the state the remainder.

Peck kept hammering back to the crux of his argument that the state's police powers as spelled out by the Kelbro decision allow it to order signs down without making payment.

Although Fitzcharles asked the high court to "repudiate" the landmark Kelbro case, he said this wasn't necessary to his argument.

He argued mostly for compensation if the Micalite sign is removed, and for allowing the sign to stand for five more years.

However, Peck kept returning to Kelbro, saying the basis of all the Vermont anti-billboard regulations is based on this philosophy.

The Supreme Court in 1942 said that off-premise billboards have no "property rights" and that they can't use the public thoroughfares for profit.

Hence, we conceive that the regulation of billboards and their restriction is not so much a regulation of private streets

as it is the regulation of the use of streets and other public thoroughfares," the Vermont Supreme Court said in its 1942 decision.

The Kelbro decision dealt only with off-premise advertising.

State anti-billboard laws deal with off-premise advertising, and only lightly with on-premise signs.

The two lawyers differed Tuesday as to the importance of the Kelbro case.

Peck said the whole basis of the state's tough billboard laws is that decision. If it is repudiated, he said, it would seriously weaken the state's anti-billboard laws.

Fitzcharles argued that the Kelbro case isn't really that im-

portant to regulation of billboards.

The five justices on the Supreme Court have the case under advisement. A decision isn't expected until December. It will come at a time when the Vermont Legislature will be ready to consider far-reaching legislation banning all private billboard advertising in the state.

This plan, backed by Rep. Theodore Riehle, R-11-1, of South Burlington, has picked up wide support from many quarters.

However, Riehle expects much lobbying against his bill by the billboard interests.

The court's decision in the Micalite case could give Riehle's billboard ban a boost, or deal it a severe body blow, if the court rules against the state.

CHGO D. NEWS 10/24/67

Gateway plan

N. Michigan Av. beautification set

By Robert L. Dishon

The glittering N. Michigan Av. magnificent mile will be set off with gateways at Oak St. and the Chicago River under a new beautification plan unveiled Tuesday.

Just what the gateways will be like has not been fully determined, said Jerrold Loeb, chairman of the beautification committee of Greater North Michigan Avenue Assn.

Loeb said consultants Lawrence Halprin and Felix Warburg of San Francisco had recommended a series of flags at the Oak St. entrance.

But winds off Lake Michigan may be too severe for a flag display Loeb said.

The gateways, which would identify the shopping street to motorists and pedestrians, are among a series of features recommended for N. Michigan.

DETAILS OF the prelim-

inary plan were outlined by association officials and Halprin and Warburg in Campbell Hall at 435 N. Michigan.

The plan, to be reviewed by merchants and property owners, will undergo changes, Loeb said.

It calls for landscaping, fountains, bus shelters, different kinds of paving styles, new kinds of lighting and additional landscaping at the Water Tower Square.

THE PLAN also suggests the possible development of a series of small plazas over existing streets where they go under N. Michigan.

The plazas would not be as large, however, as those between the Wrigley Building towers and Pioneer Plaza around the Equitable Building.

They could become little garden spots to break up the lines of high-rise buildings along the south end of the shopping area, said Loeb.

The Road Report . . . BY ARBA



PEOPLE NEED CARS . . .
CARS NEED HIGHWAYS

AMERICAN ROAD BUILDERS' ASSOCIATION

The Billboard Battle

HIGHWAY beautification rides a rough road. The 1965 act which was supposed to clear away more than 800,000 signs expired on June 30 and Congress still can't agree on an extension.

Last winter the Bureau of Public Roads (BPR) published guidelines for the removal of billboards along Interstate routes and asked states to comply or face the loss of 10 per cent of federal aid. Then word came from Congress that the penalty wouldn't be enforced. With that threat gone some states—including Minnesota—proceeded to weaken their own beautification laws.

BPR hasn't given up. Now it is trying to get state highway departments to make agreements on control measures, with the agreements to go into effect when and if ratified by legislative action. A couple of BPR officials are due in St. Paul this week on this mission.

The billboard industry here already has filed objections to this procedure, claiming no legal sanction exists for preliminary action of the sort.

Though the 1967 legislature diluted existing law by reducing the spacing between billboards, it did give the highway department power to enter private property to dismantle abandoned signs. Any sign for which the owner does not obtain a permit may be declared abandoned after a hearing.

Hearings also will be held on roadways which a special commission declares to be scenic areas. There no commercial signs will be allowed after the state acquires title to existing signs.

So a bit of progress is being made. But it's painfully slow.

Cycle Club To Clean Up Highway

Members of the Trade Winds Motorcycle Club have scheduled a highway litter-pickup detail for Saturday morning between Sea Life Park and Waimanalo. The City-County has assigned a truck and driver to assist in the public service project.

Roy Henry, public relations chairman for the cyclists, said the purpose of the project is twofold — to improve the area's appearance and to get rid of litter which might harbor rabies-infested rodents.

The Sea Life Park-to-Waimanalo project along Kalaniana'ole Hwy. is one of a series undertaken by the motorcyclists since it was suggested in an Advertiser column that drag racers, sports car drivers and cyclists might improve their image with public service efforts.

Henry announced yesterday that he and the club's secretary, George Hardcastle, would be delegates to the first Students' Conference for Active Beautification to be held Oct. 20-21 at the Hawaiian Village Hotel.

Purpose of the conference, which is jointly sponsored by Gov. John A. Burns and the Outdoor Circle, is to involve young people in preservation and enhancement of Island beauty.

"We're very pleased that the Planning Committee for the conference has accepted a delegation from the Trade Winds Motorcycle Club," Henry said.

Prominent in the photo below is the world's largest artificial redwood tree. It was built at a cost of \$4,000 by the Redwood Empire Association at the Los Angeles County Fairgrounds. The tree is 40 feet tall and about 12 feet in diameter. Seven tons of real redwood bark went into the construction.



Opinion about the tree is mixed. According to Earl M. Wilkinson of the Fair Association, "We can tell you that we have a real crowd-pleaser. The tree was a real hit." Marin County Supervisor Peter H. Behr, when asked to approve his county's share of the cost, said, "I'm opposed to it. It's not worth a farthing." Fellow Supervisor Byron Leydecker added, "If the Redwood Empire Association were one-half as successful at promoting tourism as it is at promoting contributions from taxing agencies, we'd be overrun with tourists."

It might be well for the Division of Beaches and Parks to look into the possibility of constructing a large grove of similar trees at the fairgrounds to save many thousands of Southern Californians the trouble of traveling 800 miles or so to see the real thing. But on the other hand, there are those who will argue that when you've seen one artificial redwood tree, you've seen them all.

MINNEAPOLIS, MINN.
TRIBUNE

NOV 1 1967

Council Gets New Plan for Freeway Billboard Curbs

By BERNIE SHELLUM
Minneapolis Tribune Staff Writer

A compromise ordinance has been proposed to the Minneapolis City Council to restrict billboards along freeways in industrial and commercial sections of Minneapolis.

A tougher measure failed for lack of public support earlier this year, and billboards already are springing up along unopened stretches of Interstate Hwy. 35W south of the downtown area.

Some are within the 330-foot limit set by the proposed ordinance, but there is no retroactive provision to force their removal.

Billboards are being erected mainly between Franklin Av. and Lake St. There are none so far where the northbound lanes overlook the city's skyline.

THE NEW proposal would restrict advertising billboards only along freeways. The earlier one set a 660-foot (two block) limit, applied also to primary highways and put an area restriction on business signs. Advertising signs are those that attempt to sell a product while business signs merely identify the enterprise.

The first proposal reached the City Council's Zoning and Planning Committee, which returned it to the Planning Commission because only two of the nine commissioners had voted to approve it. It later bogged down in two Planning Commission subcommittees.

At a public hearing before the Planning Commission Feb.

16, the only testimony came from opponents, spokesmen for the Naegele Outdoor Advertising Co., Inc. Several labor unions also opposed the proposed ordinance, including the painters, electrical workers, bill posters, sheet metal workers and sign erectors.

Several other issues were occupying the council, however, such as the proposed abolition of the liquor patrol limits.

The suggested ordinance is cosponsored by four aldermen, and billboard control is one of the priorities listed in a recent report by a subcommittee of the Minneapolis Committee on Beautification.

COSPONSORS ARE Gerard D. Hegstrom, 8th Ward DFLer, and three Republican council President Dan Cohen, 7th Ward; Richard T. Curtin, 9th Ward, and Gladys S. Brooks, 11th Ward.

The subcommittee's report was based largely on recommendations by Lawrence M. Irvin, city planning director, who also suggested that the Committee on Beautification be made a permanent, budgeted advisory committee of the Planning Commission. The suggested yearly budget is \$24,000.

The Beautification Planning Committee has invited the entire City Council, Mayor Arthur Naftalin and Coordinator Robert T. Jorvig to a meeting at noon Thursday in the Sheraton-Ritz Hotel.

The committee was formed last spring and sponsored a conference at which Louis Crutcher, a controversial architect, emphasized billboard limitation as essential for beautification.

Mrs. Magnus Olson, committee cochairman, said yesterday that Crutcher had convinced many Minneapolitans that such a restriction in Minneapolis is necessary to avoid a "garish, loud, honky-tonk atmosphere along freeways."

THE PROPOSAL is expected to be taken up by the Planning Commission and Planning and Zoning Committee next week.

It would ban advertising signs in several sections of Minneapolis along still-unbuilt stretches of Interstate Hwys. 35W and 94. Such signs already are banned in residential zones.

The original 660-foot limit was suggested Jan. 10 by the Bureau of Public Roads, whose authority to set nationwide standards was questioned, and ultimately denied, by Congress this summer.

The 1965 Highway Beautification Act, which sanctioned standards, allowed billboards within 660 feet in properly zoned areas. The act was virtually emasculated in September when Congress appropriated only \$5 million for highway billboard control in 1968.



Minneapolis Tribune Photo by Pete Hohn
BILLBOARD ON HWY. 35W NEAR LAKE ST.
Ordinance would restrict signs along freeways

City vows action on 2 billboards

City zoning officials Wednesday promised quick action on long-standing cases involving two billboards.

"We'll have a decision by

next week," said John P. Kringas of the Zoning Board of Appeals, which took evidence for the first time Tuesday on the cases.

The billboards, owned by the Triangle Sign Co., 448 N. Orleans, are at W. Irving Park and N. Keeler, near the Northwest Expressway, and at 3024-26 S. Ashland, near the Stevenson Expressway.

TRIANGLE was ordered to take down the Irving Park sign on July 2, 1962, and told to remove the Ashland Av. sign on Aug. 4, 1964.

The oft-continued cases came to light last week as part of a drive by Harry F. Chaddick, new chairman of the zoning board, to clean up old cases.

The board hears appeals from the city's zoning department.

Chaddick said the signs violate the city's 1957 zoning ordinance which forbids outdoor advertising signs closer than 400 feet to expressways.

HOWEVER, Triangle's attorney, Maurice Nathanson, argued they should be allowed to stay because they were up before the ordinance was adopted.

He contended the billboards pose no hazard to expressway drivers.

Under questioning by Chaddick, Nathanson conceded that the cases have been put off because of continuances he requested, but couldn't explain why he sought the delays.

"It's all my fault," he said.



TREES
AND MORE
TREES!

FROM
\$13.50
UP

CAREFREE GREENERY
ENDURING BEAUTY
ALMOST LIKE REAL

Get a Touch of Beauty for your entry & FORGET IT!

We used to say "Everything grows in California" and this would seem to include an ever-increasing variety of plastic flora. We couldn't help being touched by a recent newspaper ad in which the green thumbs of the polyethylene world admonish, "Get a touch of beauty for your entry & FORGET IT!"

Perhaps thinking along the same line, highway commissioner Vernon J. Christina of San Jose asked Donald van Riper, landscape architect of the Division of Highways, to look into the possibility of using plastic plants along our highways instead of live ones. Christina was appalled by the fact that \$1.5 million, or 15/100ths of one percent, of our annual highway expenditure is spent to water highway landscaping. Christina remarked, "Some of the most fantastic things in the world are being done with plastics these days."

We might add that some of the most fantastic things in the world are being proposed for plastic these days.

OCT 27 1969

WATERLOO, IOWA
COURIER

To Enforce Billboard Control Law

Iowa Hwy. Commission Offers Rule

DES MOINES (AP)

Billboards would be banned in the proximity of interstate highways, under a rule proposed by the Iowa Highway Commission.

The commission, moving to enforce a two-year-old state billboard control law, has asked the Iowa Legislative Rules Review Committee to approve the rule at its Nov. 14 meeting.

The 1965 legislature prohibited billboards within 660 feet of interstate highways, with some exceptions, but the commission has not acted to enforce the law.

It attributes the delay mainly to changes and uncertainty in the federal law, and to red tape in getting Federal Bureau of Public Roads approval of highway signs anywhere, and Iowa's enforcement program, which the law says must be "in compliance with national policy."

Rules which the commission now proposes will have the force of law once they are approved by the review committee and the attorney general.

James Graham, an assistant

attorney general assigned to the Highway Commission, said the new rules "are a complete new departure" in that they prohibit most signs except in commercial or industrial areas.

"This means the Iowa to changes and uncertainty in farmland won't be cluttered up with billboards," he said.

The rules allow official highway signs anywhere, and they allow any roadside business to post a sign, advertising its services at its location.

Otherwise, billboards generally would be allowed only in "advertising areas," defined as areas of industrial or commercial usage, zoned or not.

A major problem, Graham

said, was finding a definition of "unzoned commercial or industrial area" that satisfied the commission, the Bureau of Public Roads and outdoor advertising interests. The commission finally defined this as the area 660 feet either side of an industrial or commercial activity.

But billboards, businesses conducted from the home, agriculture and seasonal or temporary businesses are not counted as industrial or commercial activity as far as the billboard rules are concerned.

Even within the recognized commercial and industrial areas the rules would require billboards to be at least 1,000

feet apart and at least two miles from any interchange.

The 1967 legislature refused to appropriate any money for the Highway Commission to buy or condemn billboards erected before the law was passed.

However, it declared a nuisance any nonconforming signs erected since the law was adopted. Graham said the new rules would enable the commission to bring court action to remove these.

Joseph Coupal, Iowa director of highways, recently said some signs along the interstate highways "are illegal and they make me damn mad... It's ridiculous to allow these things and we don't intend to."

PRESSURE LOBBYING

To the Editor: Coming up in Legislature we will have a realistic, badly-needed proposal regarding "off-premises outdoor advertising" in our state. This bill is proposed by Representative Theodore M. Riehle, Jr., (R.-So. Burlington). In The Boston Sunday Globe, Sept. 17, there was a detailed explanation of the bill, and also mention of the "high pressure lobbying" which awaits the bill... Vermonters have shown that they are pretty good lobbyists for their own small state even with "high powered" influence from a national "X Oil Co.", "Y-Automobile Co.", or "Z-Candy Company"... I for one, and am sure garden club members, conservationists, and any one really interested in preserving the beauty of Vermont and giving the tourists on whom we depend for so much, the benefit of lovely views unmarked by billboards and floating ads high up in the air, might well look into Representative Riehle's bill and if it seems a good idea, write him a letter saying so... One thing

about Vermont... we're small enough that letters and postcards to our representatives and senators don't get lost in the shuffle... We are a hospitable state, we welcome visitors and Representative Riehle's bill it would seem provides ways and means for our guests to find out what Vermont has to offer without the ugly clutter of garish signs, blazing neon lights and the honky-tonk atmosphere so many beautiful areas have been blighted with... In the long run the economy of our small state depends on guests from out-of-state who come here to share our seasons. How about finding out about Representative Riehle's bill and let him know how you feel about "Keeping Vermont beautiful"...

ALICE B. FLANNERY
Norwich.

Some Signs Necessary

Must admit I have mixed feelings about the billboards! I think it's great that "we may develop one hell of a reputation as a state with no signs!", as stated by Rep. Theodore Riehle.

This will make Vermont a great scenic drive for people on their way to well-marked motels, restaurants, etc. — right through Vermont!

We have traveled a great deal in the past 30 years and we are always happy after a tiring drive to see a welcome Sheraton, Holiday Inn or a Howard Johnson sign. If, however, we DO NOT see signs we just drive on until we do. Also when you are driving through unknown territory, on an interstate (which is a great deal of sameness anyway), it is hard to concentrate on little signs.

I do hope the powers - that - be will think twice about the little guy who when tired after a day of looking at beautiful scenic beauty is only too glad to see a wonderful big sign stating very clearly how to find a good night's rest.

Burlington, Vt.

GLADYS A. MALLORY

Appeal to Businessmen

It is gratifying to learn of Rep. Riehle's no - billboard proposals and of the work of the Billboard Study Committee. It is equally discouraging to learn that those most interested in preventing a ban of billboards are those who receive the most financial benefit from Vermont's natural beauty, i.e., the overnight accommodations business. The very thing which attracts the people of the nation to Vermont is in danger of being spoiled by those who most want to attract visitors to Vermont.

May I appeal to the businessmen of Vermont to evaluate the ultimate attraction value of billboards versus natural beauty, and hope they decide that if Vermont is kept beautiful enough, there will be tourist business for all.

Cambridge, Vt.

MRS. PETER KRUSCH

Get rid of billboards and economy will improve further, Riehle contends

Theodore Riehle, one of South Burlington's Legislators, recently proposed a plan that he hopes would in effect retain Vermont's scenic beauty and increase tourism in the state.

The proposal has received a great deal of publicity, but because it is quite an involved plan,

where someone would be on duty all the time to assist the tourist.

SL — How would the booths be financed?

Riehle—This is a problem. Evidently the federal government will pay for some of them, but the state would have to pay for the rest and all the maintenance.

SL — As of right now, what do you think the chances are of this proposal passing?

Riehle—If we can work out the bugs, I think the sentiment of the people is for it and if this is the case the odds are the Legislature will go for it . . . especially since the leadership of both

Billboards: Who Is 'In Between'?

Rep. Riehle Surprised Oil Industry Isn't Completely Sold.

(Vermont Press Bureau)
MONTPELIER — Rep. Theodore Riehle, R-11-2, of South

concept that has already been publicized.

He also had the feeling that the gasoline people would help swing the hotel-motel interests into a favorable position.

Gov. Philip H. Hoff issued a strong statement Thursday night praising the Riehle plan. He said the petroleum people had a non-selfish stand, gave those remarks in the name of the Vermont Association at Basin

however, Garside, members of the Vermont Association are still taking a "wait and see" attitude.

It is against a bill, he said, that we just want the final form will not want to take the businessmen — its final form,"

Friday. He is strong that our own high-rise interstate roads.

He is that every body recognizes that there is a practical answer to let us know where a road is located, and preventations of over-crowds and clusters of cars.

He said: "Somewhere the solution."

of the confusion and the petroleum industry. Friday appeared Riehle didn't realize he was still thinking in terms of "something in be-

Measures by Senator Fred Farr, 1955 - 1966 Sessions

1955 Regular Session

SB 2007 (lead author) re acquisition of property for state beaches and park purposes

1956 Regular Session

SB 8

SCR 15 (lead author)

SJR 1

SJR 4

1956 First Extraordinary Session

SB 6

13

18 (lead author)

19

20

21

22

23

24

25

26

27

28

35

54 (lead author)

61

1957 Regular Session

See copy from Final Calendar. Measures on which Farr is lead author are listed in italics.

highways but pri-

to a form of advertisement controlled proper service to highway disservice, also, to attention to the state's

ould set up a system controlled directional signs-of-way for busi-rotoring public - but terms of service to want information or a legitimate medi-

ong. Improper placement in construction of surely too many of the stronger controls, short of the commit-

ncil's Outdoor Ad-should learn what we have an idea it proposal gets in the ators.

Necessary.

turn to be thankful for the Free Press.

Riehle's beauty program, anyone that certain country sections might be necessary of the public and the certain places of business?

a business is located far enough from a main highway so that there are seven different back road intersections used to get there.

Let's hope that the legislature will study this matter well, particularly with regard to directional signs.

ROBERT D. LINCOLN
South Burlington, Vt.

ATTEST:

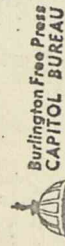
Legislative Council Group Approves Riehle's Billboard Ban Plan

MONTPELIER — A revolutionary plan which would put the state of Vermont into the outdoor advertising business was approved unanimously by the Legislative Council Study Committee on Signs Monday.

The proposal is the brainchild of Rep. Theodore Riehle, R-11-2, of South Burlington, and it would ban all off-premise signs in the state except for those put up by the state along highways.

Under the plan, the state would provide a service where any person could call free for tourist information from any telephone in the state, the state would also issue a directory which would list every business and service which would be of any interest to tourists, and a state owned sign system along highways would point the way to motels, hotels, restaurants and other tourist oriented businesses throughout the state.

All private billboards, signs or direction markers would be torn down to make way for the state direction sign system. The novel plan was protested by Atty. Edson W. McKee and



Judge Henry Black, who appeared at the committee hearing on behalf of the Vermont Advertising Co. which has 248 billboards in the state now.

McKee said that the Vermont Advertising Co. had \$250,000 invested in the state and would be put out of business by the new proposal.

"As it is we have a hodge podge of sign laws which makes our business difficult. We have to put signs in the commercial and industrial areas only under present law," McKee said.

Judge Black added, "Our company believes in the regulation of outdoor advertising and we believe in not putting any billboards in scenic areas. We even believe that the present statutes need rewriting." However he did not think the state had the right to put the outdoor advertising business out of business without compensation for the removal of existing signs.

"You need to study this from both the legal and practical standpoints. You can't prohibit signs for mere aesthetic reasons under the law. And let me add that you see no billboards in Russia," said Judge Black.

"No, but the most I have ever seen are in East Germany," countered Riehle. Riehle added that federal law would end billboards along all primary roads by 1970 and under his plan the state would aid tourists in finding motels, food, gas and attractions with the directional signs.

Riehle proposed some sort of sign control committee which would have a wide latitude and authority in setting the size, color, number and design of the state directional signs. He said the advertising industry, Highway Department, Vermont Roadside Council and local interests for each area of the state should be represented on the committee.

He said the directional signs have arrows and mileage readings. He felt that about six signs on a single frame would

be the limit and about three frames in an area.

"If we get too many signs in an area, we may have to try a sign plaza. There are many details to be worked out and the idea is only as good as the committee controlling it," added Riehle.

Detailing the costs, Riehle said the tourist telephone answering service direct to Montpelier would cost about \$25,000 a year. The directory book with maps, articles and color photographs, in addition to the listings would pay for itself with advertising.

Additional information centers and welcome centers would cost \$50,000 each, but would be built by the federal government with the state only having to pay \$20,000 a year to operate them.

By charging each firm that wished to have its name on a state directional sign \$30 a year, Riehle saw the whole project paying for itself.

Former Burlington Mayor C. Douglas Cairns told the committee, "You are heading in the right direction. But this is

department had no policy on the sign plan but that he had a few thoughts on the subject.

He said, "I personally am convinced that in formulating long range development policy for Vermont, we do not want to remake Vermont into another Greater Hartford or Greater Boston. We must preserve our uniqueness. Our uniqueness is our natural beauty, the unspoiled quality of the state, the open land and that environment which is best described as Vermont. With this in mind, I assure that I am in agreement with your overall objectives."

"The most troublesome problem your committee faces is the question of direction signs for our lodging accommodations, restaurants and other businesses serving the traveling public. Regardless of how much we improve our information system, in the final analysis there is no substitute for a sign at a junction of the road telling the traveling public that this is the way to a specific attraction, motel, restaurant or

business, then the right approach is to take the proper steps to further our business," agreed Sen. James M. Jeffords, R-Rutland.

Elbert G. Moulton, commissioner of the Vermont Department of the Vermont Development and could not attend the committee meeting. However, he sent a letter to the committee saying that his

service station. We cannot take away the right of Vermont business men to erect their own direction signs until we have created an adequate substitute."

When the state-owned directional sign plan was unanimously approved by the committee, Riehle produced a rough draft of a bill to put the plan in effect.

He asked each of the committee members to study the draft and suggest changes. Sen. Jeffords was named to receive the changes and then revise the proposed bill.

Once the final bill is readied by the committee, it will go on to the Legislative Council for approval. The next step would be the Senate and House Committees on Natural Resources before going to the legislature for final action.

Riehle announced that the next project for the Legislative Council Study Committee on Signs would be to look into on-premise signs to see what regulations and limits should be placed on them.

Stronger Regulations or Complete Ban?

The chairman of a legislative committee about to begin hearings on Vermont's billboard laws said Thursday his mail has been running between 10-1 and 15-1 in favor of "stronger billboard regulations or complete banning of highway billboards in Vermont."

Rep. Theodore (Ted) Riehle, R-11-2, of South Burlington, chairman of a special Legislative Council committee working on the state's billboard laws, said his committee will get down to work on the controversial issue on Monday.

Riehle said members of his committee will gather in the Statehouse in Montpelier Monday at 9:30 a.m. to

hammer out some ground rules for their deliberations. Beginning at 10:30 a.m., Riehle said, the committee will hold a public hearing for persons who want stronger billboard regulations in the state.

After a break for lunch from noon to 1:30 p.m., Riehle said the hearings will resume with testimony from representatives of the billboard industry in the state.

He said the hearings are tentatively scheduled for the Senate chamber, but will be moved to the House if the Senate chamber proves to be too small to hold the expected big crowds.

Riehle said the mail has been to

me of their problems in outdoor advertising.

"I am confident we can come up with some proposal that will protect the natural beauty of the state."

Riehle, just returned from a tour of Europe, said northern European countries have laws that completely bar highway billboards.

"We didn't see a single highway billboard in Sweden, Germany, Austria and several other countries," said Riehle.

"There were some signs in the towns but there were absolutely no signs on the main highways or on the back roads."

"The only billboards we saw

in that part of Europe were in East Germany and those signs were used to sell propaganda messages for the laws updated in recent years."

Action at Expo

MONTREAL (AP) — Legal action is being brought against about 200 proprietors who house tourist visitors to Expo 67 in transformed nonresidential buildings, Chairman Lucien Saulnier of the Montreal City Executive Committee reported.

He told an interviewer unsuitable quarters were set up illegally in garages, warehouses, offices, factories and airplane hangars to reap profits from fair visitors.

He said some German provinces have banned billboards since before 1910, with those laws updated in recent years.

Riehle said one Heidelberg (Germany) hotel operator told him: "In Germany, we think if you have to advertise with billboards, that it can't be such a good hotel."

Riehle said he expects to hear from citizens who have joined in the widening campaign to crack down against billboards, as well as from the billboard industry and businessmen who use billboards to advertise.

He said he wants to invite "all the citizens" of Vermont

to express their views on billboards and to make suggestions for legislation dealing with the issue.

Sounds Sensible

FRANKFORT, Ky. (AP) — Kentuckian Henry Clay, who served 12 years as speaker of the U.S. House of Representatives and almost 20 years as senator, once asked an Irishman why he was going to vote for one-armed Sen. John Pope, Clay's opponent in a congressional race.

"Mister Clay," was the reply, "I have concluded to vote for the man who has but one arm to thrust into the treasury."

Legislative Committee To Open Billboard Law Study Monday

Gilroy Protests Riehle Statements on Sign Bill

By JOHN P. HAMILTON

A local motel owner complained Monday that Rep. Theodore M. Riehle Jr., R-11-2, of South Burlington, has exaggerated the support given to legislation he is proposing that would severely restrict outdoor advertising in Vermont.

Accusing Riehle of playing down dissent to the proposed bill on the eve of its reading in rough draft by the Legislative Council study committee on outdoor advertising was Robert J. Gilroy of Bennington, spokesman for the Greater Bennington Association tourist bureau and for the Green Mountain Motel Association, who attended two recent high-level meetings with Riehle at which his proposed bill was discussed.

According to Gilroy, the consensus of both meetings was that "not all of the provisions of Riehle's plan were feasible in the near future" and that support for the bill was therefore "qualified in every instance."

But Riehle has been implying, in letters to motel owners, that his proposed bill received enthusiastic backing, Gilroy said. He added that this was not true and that Riehle has "not released all of the facts." The press was not present at the meetings.

"He shouldn't imply support for the bill that it doesn't have," Gilroy said.

The legislation proposed by Riehle would ban all billboards from Vermont, and also all "institutional" (as opposed to directional) signboard advertising.

However, directional signs would be permitted on a controlled basis.

A maximum of four signs would be allowed to each business serving the traveling public. The signs would be erected in the highway right of ways, and their size would be limited. Riehle will propose that the signs be state-owned.

A key argument he has cited for the legislation has been a survey made by the Vermont Development Department showing that scenic beauty is the

chief attraction Vermont holds for tourists.

Riehle argues that that by banning unnecessary signs from Vermont's countryside, the interests of the hotel and motel industry will be served by attracting more tourists.

Possible harmful effects to businesses that might be caused by removing bill boards and institutional advertising signs,

and by limiting directional signs, could be avoided, Riehle believes, through a network of tourist information booths at every major access road which would either be manned 24 hours a day or would have a leased-line telephone available to travelers during hours the booths were closed.

Gilroy noted that the latter

See GILROY
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Gilroy

Continued from Page 1

provision of the bill was one of the "ifs" upon which qualified approval of the plan was based at the two recent meetings, which were held July 31 and Aug. 7 as "Riehle's Unofficial Road Sign Discussion Groups."

The groups felt that provisions of this kind, essential to hotel-motel support of the bill, were not immediately feasible, he said. But Riehle has omitted mention of such qualifying details in his reports of opinion, he added.

Gilroy also Riehle has implied that the provision of his bill calling for state ownership of the directional signs has been favorable received.

But he noted that a summary of the July 31 discussion provided by Al Moulton, Vermont Development Department commissioner, did not list the issue of ownership of the signs among these areas in which there had been agreement.

Accusing the committee chairman of adopting a "unilateral approach" to outdoor advertising legislation, Gilroy said the basic function of the committee has presumably been to act as a study group, as its name implies. But Riehle's interest in discussing outdoor advertising with others is proportional to enthusiasm voiced for his own ideas, he said.

He added that by discussing the meetings of July 31 and Aug. 7, which were attended by Moulton, members of the Highway Department, Rep. Arthur Gibb, R-Weybridge, Sen Douglas Kitchel, R-Coledonia County and others, he was breaking a pledge he'd given Riehle not to publicize the meetings. But Riehle's "failure to report all the facts" has released him from the pledge, he said.

Gilroy said that in his view, the aim of the study committee should not be to draft legislation but instead to conduct further studies of the need for legislation.

He said the House Beautification Act, Public Law 89-285, will be restudied by Congress and that Vermont should await developments in Washington.

Gilroy expressed unqualified support for only one part of Riehle's plan, the provision to ban billboards.

Let's Ban the Billboards

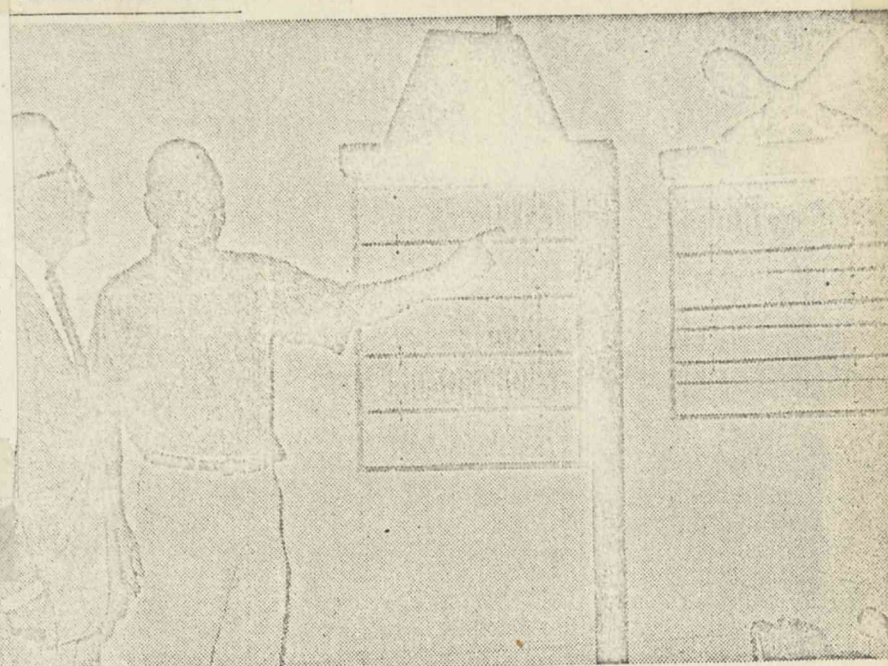
More power to Representative Riehle. He is so right. Just as we need to battle against air and water pollution, so we need to battle against the pollution of our countryside by billboards.

Let us make this a garden state. Let us make it unique by cleansing the view along our highways; cleansing it from trash and litter and junkyards and billboards. Let us be the first state to do so. If we succeed, the monetary rewards from tourist travel will be great, but more important still, we will have rendered an important service to our whole country, for other states will surely follow.

W. DOUGLAS BURDEN

Charlotte, Vt.

Burlington Free Press
SATURDAY, AUG. 17, 1967



Rep. Theodore Riehle, R-11-2, of South Burlington, chairman of the outdoor advertising study committee, shows Atty. Gen. James L. Oakes his proposed directional signs for Vermont businesses.

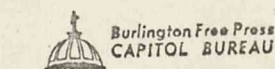
Riehle Proposes State-Owned Business Directional Signs

MONTPELIER — Rep. Theodore Riehle, R-11-2, of South Burlington, unveiled Friday models of directional signs he has proposed along the state's primary highway system to identify Vermont businesses.

Riehle said the signs would be placed on the ramps of the interstate highways and on the primary and secondary road systems.

His proposal would ban all big billboards, but would establish a system of state-owned directional signs which would be placed in the highway right of way.

Atty. Gen. James L. Oakes, who attended the unveiling of the proposed directional signs, said as far as the state law is concerned there is no question of their legality. He



said they would be legal on the primary and secondary roads.

However, he said he is still conferring with the Bureau of Public Roads to see if the proposed symbol signs can be placed on the right of way of the interstate system.

Riehle proposed the use of symbol signs on the interstate to direct people to food, lodging and other service establishments.

Because of a 1961 agreement Vermont signed with the Bureau of Public Roads prohibiting signs on the interstate, Oakes is looking into the matter. He said failure to comply with the agreement could cost Vermont the bonus

money it receives from the federal government.

Oakes pointed out, however, if the Bureau of Public Roads does not allow the symbol signs in the right of way, they can always be placed outside the right of way.

Riehle has also proposed the creation of a policy making committee to deal with all the problems of setting up the new regulations.

He said, for instance, it is this committee which should decide how many motel or restaurant names will be hung under one symbol on the primary roads and interstate ramps.

And this committee might also decide to erect sign plazas at the entrance to some resort communities — like Stowe — where there are too many businesses to identify on the proposed directional signs.

Riehle, who is chairman of the Legislative Council outdoor advertising committee, will ask that committee Monday for recommendations on the development of his proposal.

Signs Are Important

I consider Mr. Riehle's attack on two of the state's most beautiful signs — The Holiday Inn and the Sheraton Motel — narrow and one sided. I also disagree with his idea of eliminating billboard advertising. Good billboards break the monotony of a long motor trip. This is only one of many reasons that billboards should be controlled, "Yes," but not banned from our highways.

I also strongly oppose the state of Vermont going into the Outdoor Advertising business and have all signs look alike, as a prison, or mental institution. I would rather see the state go into the shoeshine business, which makes just as much sense.

Has Mr. Riehle considered the many people who depend on outdoor signs for their livelihood. Check this one out, Mr. Riehle, you may be somewhat surprised.

I have spent over 40 years in the sign business and am now semi-retired, but I know there are countless Vermont businesses, small and large, who depend on outdoor signs to promote their business. I always had the understanding that the state of Vermont wanted to hold all businesses now established here and to entice new businesses to come

to Vermont, but new businesses will think twice before coming to Vermont if they cannot advertise their business as they see fit.

S. A. BLOOM

Burlington, Vt.

Billboard Banishment

Panel Unanimously Votes to Propose Stringent Legislative Measure.

By JOHN MAHONEY
(Vermont Press Bureau)

MONTPELIER — The Legislative Council's Outdoor Advertising Committee Monday voted unanimously to propose legislation banning all private billboards and off-premise advertising in Vermont.

At the same time, the seven-member committee adopted a plan under which all off-premise directional signs would be state-owned and controlled.

And they accepted the concept of involving the state more deeply in the tourist information business with free telephone information systems and additional welcome centers.

Adoption of the plan followed a plea by billboard lobbyists that the industry be "allowed to live, not proliferate, in Vermont."

If the Council and the Legislature buy the plan, the days of the billboard blight in the state are numbered.

The proposal was hammered out by Committee Chairman Theodore M. Riehle Jr., R-11-2, of South Burlington, at the committee's direction.

This is what it would do:

- Ban all billboards and outdoor advertising from interstate, national defense and primary roads.
- Set up a system of state-owned and controlled directional signs in the highway rights-of-way for businesses that serve the motoring public.
- Create a sign control committee charged with the responsibility of deciding which advertiser goes on what kind of sign, and where the signs are located.
- Initiate a free, state-wide, round-the-clock telephone service with which trained state publicity representatives would give information about lodging, food, services, and tourist attractions.

Estimated annual cost of operation is \$25,000, Riehle said.

- Publish a comprehensive tourist service guide, free of

charge to businesses, which would be given to visitors.

Riehle said Development Commissioner Elbert G. Moulton feels it would be self-sustaining if advertising were sold to cover the cost.

— Build four additional welcome centers at strategic locations. The estimated annual operating cost of each is \$20,000, Riehle said.

Vermont already has one large welcome center on I-91 at Guilford, which the Greater Vermont Association built and turned over to the state.

One is planned on Route 7 at Highgate Springs and another is due to open next year in White River Junction, where I-91 and I-89 intersect.

The other four in Riehle's plan would be in Fair Haven,

Bennington, St. Johnsbury and Derby Line.

Riehle, an outspoken opponent of billboards, was buoyant over acceptance of his plan Monday but the opposition — the billboard industry — is already starting to marshal its forces in anticipation of a high-pressure legislative lobbying job in January.

The committee chairman had planned a working session Monday, but discovered that two lobbyists were on hand to testify.

Both represent the Vermont Advertising Co., Inc., of Burlington, which has already sent out letters to its clients and land owners from whom

they rent space for their billboards.

Riehle said he expects letters of protest over his plan to start pouring in from the vested interests soon.

Both lobbyists, Atty. Edson McKee of Montpelier, and Henry Black of Wilder, said what was really needed was an in-depth study of existing outdoor advertising statutes.

"A hodge-podge of inconsistencies" was the term McKee used to describe current law.

"It's far from a simple subject," Black said. "It needs a careful and analytical study of both the legal and practical areas."

McKee said that current restrictions have reduced the number of "standard" billboards, and that there are but 248 left in the state.

And he said that the 1969 deadline for getting rid of many which violate highway beauty laws will reduce that number by half.

Both he and Black raised the spectre of a "substantial" state appropriation to reimburse the billboard owners for loss of revenues.

Riehle contends, however, that the police powers of the state give it authority to do the job without reimbursing the businesses for their billboards.

He compared it to the prohibition experiment, saying that no one reimbursed bar owners for their losses.

McKee asked Riehle if his plan would do away with billboards in industrial and commercial areas.

The answer was "yes."

"In other words," McKee shot back, "you want to make more scenic industrial and commercial areas?"

"Yes," Riehle said, "I do."

C. Douglas Cairns of Shelburne, a member of the Vermont Scenery Preservation Council, told the committee they were attacking a symptom of the problem, not the core.

He favors state-wide zoning, and sees this as the frontal attack on billboard and advertising blight.

And he urged the committee not to "get bogged down in mechanics," but to keep their eye on the concept of scenery preservation.

The major hang-up which could occur in the plan to place state directional signs in the rights-of-way, would be if the federal government felt this was a contravention of the highway beauty laws.

Asst. Atty. Gen. Louis P. Peck, Riehle said, is exploring the issue with the U. S. Bureau of Public Roads, and apparently feels the government will go along with the state plan.

RUTLAND HERALD
August 22, 1967

Hoff Names New Members To Champlain Basin Group

MONTPELIER — Members of the newly revised Interstate Commission on the Lake Champlain Basin (INCOCHAMP) were announced Wednesday by Gov. Hoff.

The governor, who will be a member of the seven-member agency, named as the state's three planning officials, Commissioner Reinhold W. Thieme of the Department of Water Resources, Deputy Commissioner Arthur F. Heitmann of the Department of Forests and Parks and Leonard Halm of Bristol, a biologist with the Department of Fish and Game.

Other members of the new commission will be Robert Ryan of Vergennes, the nominee of Sen. Charles L.



Delaney, D-Chittenden - Grand Isle, chairman of the Interstate Cooperation Commission; Rep. Theodore M. Riehle Jr., R-South Burlington, the nominee of Speaker Richard W. Mallary, and Senator Andrew L. Orzel, R-Rutland, who was selected by the Senate's committee on committees.

The Vermont-New York agency is a forum for considering the problems of the Champlain region and for coordinating governmental activities with the region.

Motel Group Terms Banning Billboards 'Socialistic'

The Burlington Free Press
THURSDAY, AUG. 31, 1967 27

MONTPELIER — State ownership of directional signs was branded "socialistic in concept" by the Green Mountain Motel Association Wednesday as it announced its opposition to the legislative council committee's proposal to ban billboards in the state.

Robert J. Gilroy, a director and legislative action officer of the Green Mountain Motel Association, released copies of a letter sent to all members

of the Legislative Council Committee in Outdoor Advertising.

Gilroy said the motel association and the Tourist Bureau of the Greater Bennington Association, of which he is chairman, are "unanimously opposed" to the billboard regulation proposal spearheaded by Rep. Theodore Riehle, R-11-2, chairman of the special committee.

The Riehle plan — adopted by his committee and scheduled to be sent to the full Legislative Council for action — would eliminate all roadside advertising on all highways in the state and would substitute a limited number of state-owned and controlled directional signs aimed at aiding tourists.

Besides branding the Riehle proposal "socialistic," Gilroy said, in behalf of the Green

Mountain Motel Association and the Greater Bennington Tourist Bureau:

"It (state ownership of the directional signs) could well prove to be unconstitutional in that it not only restricts, but prohibits, freedom of individual expression in advertising."

"It also prohibits a landowner from gaining revenue from otherwise unproductive portions of his land."

The Gilroy letter sent to members of Riehle's committee

was also critical of Riehle's public comments and of his method of handling the committee study of the billboard question.

Gilroy accused Riehle of releasing several statements that "have been, at best, considerably less than factual."

Said Gilroy: "He (Riehle) has indeed implied support from certain members of our industry which he does not, in actuality, have."

Gilroy charged the recom-

mendations of persons in the motel industry, have been ignored by the Riehle committee and that Riehle has been "derelect in his duty."

The motel association spokesman charged Riehle has "plunged stubbornly ahead with a unilateral plan (his) for the solution of the problem."

Gilroy also charged Riehle has attempted to force his own ideas upon the people "and circumvent time tested and

approved legislative procedure."

Riehle has said he has support for his billboard ban proposal from some motel operators in the state and several announced public support for his concept.

"OUR SCENIC BEAUTY IS OUR GREATEST NATURAL RESOURCE."

Stowe Area Assoc Votes To Remove All Off-Premise Roadside Billboards



By majority vote, the members of the Stowe Area Association agreed to remove all "off-premise" outdoor advertising signs at last Monday's annual fall meeting.

While the exact number of signs that will be torn down as a result of this vote is presently unknown, it could contribute to the largest deletion of signs to take place at any one time in the entire State of Vermont. The Association is comprised of 67 member lodges, many of whom now use roadside advertising billboards other than the signs on or adjacent to their own premises. The Mt. Mansfield Co. alone has some 40 signs throughout the state.

Taking one individual stretch of

Area Association Meeting, in his continuing effort to beautify Vermont.

It is of course hoped by the Association that others, outside their own membership, will now follow their example and in turn remove their billboards. This has already been done by such concerns as the Morrisville Lumber Co. and perhaps many more.

(Editor's Note: The Stowe Reporter welcomes all news concerning those who have recently removed their billboards or those who intend to do so in the near future.)

To work out the mechanics of how and when the signs will come down, S. A. A. President Tony Cir-

pointed a committee from rship. A special meeting eduled "as soon as pos- t upon their recommend- er discussion will be the of constructing a sign t. 100 and other plans in existing signs.

ll also be given some e possibility of partially g members on the costs d space rentals paid or for in advance. Another is that the Association t use one or more of ions for an all-encom- n welcoming a traveler explaining that complete on food, lodging, etc. btainable ahead at the ation's office, sign plaza e you.

l committee has also ed by Ciraldi to consider the ever-growing num- ple signs on the premises mber lodges. There had t been an unwritten ge- reement among Associa- ers that one sign per- sufficient. This matter re fully looked into at ion's next meeting.



private business and free enterprise profitable and worthwhile. Make no mistake about it, the removal of the Bolton Valley sign is a bold-face frontal attack on the capitalistic system (unintentionally, of course). But those that believe in Dictatorship it seems abhor all things that are not controlled by mandatory laws and high taxes. . . .

CARLTON ACHILLES

Waterford, Vt.

Sign Fight: 3 Join

Trio of Rutland County
Businessmen Give Ten-
tative Support to Bill-
board Ban.

Conditions

Advertising Head Hits Riehle's Sign Proposition

Free Press Capitol Bureau
MONTPELIER — Outdoor
Advertising Director Joseph W.
Moore took issue Wednesday
with a proposal by Rep.
Theodore Riehle, R-11-2, of
South Burlington for creation
of a council or committee to
administer the outdoor
advertising law.

Moore said the sign law
should be administered by a
constitutionally elected official
who will be more responsive
to the people's wishes.

Moore declared Vermont
really has no billboard
problem in comparison to
other states, and pointed out
the state has the stiffest sign
control of any state in the
union, except for Hawaii.

He described the billboard
problem in Vermont as a
human problem, saying there
are people in the state who
erect outdoor advertising signs
without regard to their
appearance.

"There is a lack of cohesion
among various groups as to just
what is needed in the way of
directing the traveling public
to the various goods and
services offered to them by
Vermont businessmen," he said.

He said the incoming
Legislature should spell out
just what types and sizes of
signs should be erected and
where they should be located
and enact a law which would
treat all businesses — large
and small — alike.

Moore said his office has
issued 1,032 removal notices to
date this year and 897 of these
have been acted on.

Moore contended the
secretary of state's office can
control outdoor advertising
signs at much less expense to
the taxpayers and with much
less confusion than can be done
under Riehle's proposal.

He suggested further control
by enactment of municipal
zoning laws.

By BILL PORTER
BRANDON — (Special) —
The general in Vermont's war
on billboards recruited three
more wary but committed
defectors here Friday.

The support "at least for the
idea of the campaign came
from three Rutland County
tourist businessmen dealing
with tourists, who each now
have a billboard along the sig-
nificant 16-mile strip of Route 7
between here and Rutland.

The trio, representing a com-
mittee of the Rutland Chamber
of Commerce, expressed their
guarded backing during a
meeting at the Brandon Inn
with Rep. Theodore Riehle, R-
11-2, of South Burlington.

Riehle heads a Legislative
Council committee which has
endorsed a plan to replace all
billboards in the state with
state-owned directional signs.

Riehle, who has rapidly gained
a reputation as the scourge
of the billboard industry, was
assisted in his pitch Thursday
by another member of his com-
mittee, Sen. James M. Jeffords,
R-Rutland.

And the names he added
Thursday to his ever-growing
list of sign-owning supporters
are Al Mitroff, owner of the
Brandon Inn and host for
Thursday's session; Col.
Herbert Wilson, owner of
Wilson Castle in Proctor,
and William Wolfe, owner of
Mountain Top Inn in Chittenden
and holder of the franchise for
the Holiday Inn to be built in
Rutland.

The three men expressed
varying degrees of support for
Riehle's plan and they all are
wary until a final draft of the
legislation to be presented is
made.

Wolfe, who left the meeting
early for another business ap-
pointment, made it clear from
the start that he favored
eliminating billboards if the
businessmen who depend on
them are provided an adequate
substitute.

But Mitroff and Wilson
steered around a definite com-
mitment until late in the
lengthy meeting, when Riehle
prodded them for a clear state-
ment.

"I'm more concerned with the
philosophy of the idea than the
mechanics. Understand, I'm not
selling anything, but I'd like to
know how you feel," he said.

Wilson replied: "We've got to
be progressive, and I favor
whatever it takes to do it."

"I'm not against the idea,"
Mitroff answered, "it will be
nice if you can achieve it and
put each one in the place he
was before the new law. The
thing to do is find out how to
do it painlessly."

Motel, hotel, and other tourist
industry operators have led the
opposition to the new billboard
proposal and in the past have
spearheaded the often suc-
cessful campaigns to defeat
other anti-sign legislation.

Riehle indicated Thursday he
is unconcerned with opposition
from national advertisers and,
since introducing the present
plan, has found "no sympathy"
for them.

"That advertising is finished

— dead," the South Burlington
representative stated.

He added that the industries
which make use of national out-
door advertising "couldn't care
less" and that only the ad-
vertising companies will com-
plain about the loss of those
billboards.

The three businessmen all
agreed that Humble Oil Co.
wouldn't mind not using
billboards to put tigers in tanks
if Gulf doesn't use them for
selling "more kicks per
gallon."

National advertisers, Riehle
said, have an attitude of "I'll
take them (signs) down if they
(competitors) will take them
down."

A mild defense for the larger
advertising companies which
handle such signs was voiced,
but Riehle told the three men
he sees no reason why those
concerns couldn't bid on the
planned sign plazas.

"I'm for free enterprise," he
remarked, "if it can do a job
effectively and legally," and
operation of the plazas would be
such a job.

He explained that the state
must own and maintain the
directional signs because under
provisions of the federal
Highway Beautification Act,
by 1970 all privately owned
billboards must be set back at
least 600 feet from primary and
interstate highways.

Jeffords and Riehle, while
repeatedly noting that the
"mechanics" of the billboard
proposal are still vague in
spots, outlined the "tourist
package" — which they said is
a better description than
billboard ban — this way:

All off-premise signs will be
taken down and the state will
build and erect directional
markers "giving coverage to
every business serving the
traveling public."

The state will also use the ex-
isting "information centers"
and build others covering every
strategic border crossing and
will institute a Wide Area
Telephone Service (WATS) as a
free, 24-hour-a-day aid to
motorists.

Tourists could, if an in-
formation center was
unavailable, use WATS to get
any sort of information needed.

The state would also publish a
directory listing all tourist
businesses free, with the cost of
production paid by the firms
which use the booklet for ad-
ditional advertising.

Riehle said WATS would cost
only \$25,000 to operate, although
all the details of how it would
function have not been worked
out. During Thursday's meeting
several suggestions were made
by the three businessmen about
its operation and possible
methods for making it self-sup-
porting.

Most of the discussion cen-
tered around the particulars of
the "tourist package" and
Riehle several times said some
details would be left up to a
committee organized to ad-
minister the plan.

Wilson said he was concerned
that the signs would be outlaw-
ed before an adequate
substitute system was in
operation but Riehle assured
him that would not happen.

During the first part of the
session Thursday Riehle ap-
peared to have a sympathetic
audience, but following lunch
the tone of the discussion
switched and the three men ap-
peared more hesitant in their
support.

Wilson said he feared the
proposal would be "railroaded
through" and Wilson said "I
hate to give my sign preroga-
tive to a committee."

The conversation often varied
into peripheral matters, but
toward the end of the meeting
when Riehle asked for firm
opinions both men indicated
they at least won't oppose the
plan until the details are clear.

They agreed that the
subscribing businesses should
pay at least the maintenance
costs of the directional signs,
but the question of paying com-
pensation for signs ordered
down was not resolved.

Under the present federal

The Banning of Signs

I received a letter from Representative
Riehle in reply to one of mine in the Forum
protesting the banning of signs in Vermont.
It reads in part: "Not much publicity has
been given to the fact that after 1970 all
signs, directional or otherwise, will be pro-
hibited within 750 feet of the interstate and
primary highway systems. This is federal
law, not ours. The primary system includes
such roads as Route 2 and Route 7. This
means businesses along those roads may have
no directional coverage whatsoever!"

If, as he says, federal law will ban all
signs in 1970 why is he and his committee
so anxious to hasten the end of signs in
Vermont? Why not let the "little people"
with their motels, restaurants, cabins, snack
bars, roadside stands, etc., and depend on
signs for their existence, have two years

of grace, as well as the billboard people
with their tremendous investment in the state?

It is a nice gesture on the part of the
Trapp family to remove all but one of their
signs, but it is significant that they deem
it necessary to retain at least one even though
the Trapps are known all over the world
through the musical "The Sound of Music,"
radio, TV, newspaper articles and other
media, and tourists will have little difficulty
finding the Trapp Lodge at Stowe. The "little
people" aren't so fortunate as to receive
such publicity and I dread the day when
short-sighted people will have their way and
all signs will be banned in Vermont.

EDMUND L. PAUL

Alburg, Vt.

law, the state is obligated to
pay compensation although Ver-
mont law allows removal of
billboards under the police
power, eliminating the payment
of compensation.

Riehle did not appear opposed
to some form of compensation,
the matter will probably depend
on whether the federal law is
changed by congressmen who
are now studying the situation.

If that law is changed, Riehle
said, the question will be
"moral" rather than legal,
"and I'm not so sure we should
use the police power to pull
down signs erected (legally) six
months ago."

Wilson was particularly con-
cerned about giving every sign
owner a chance to speak on the
proposal and asked for a hear-
ing in Rutland.

Jeffords and Riehle said as
many public hearings would be
held as time allowed, and
promised the Legislature will
stage at least one more
statewide hearing on the bill
before it goes to a vote.

Riehle, who said he has work-
ed on the plan every day since
early July, also told three
Rutland County men he will
speak in Rutland if he is invited
and can work it into his
schedule.

Boston Sunday Globe

New England's  Largest Newspaper

© 1967
BY GLOBE NEWSPAPER CO.

SUNDAY, SEPTEMBER 17, 1967

®

..Last Billboard?

By WILLIAM J. CARDOSO
Globe Staff Reporter

MONTPELIER—The days of billboards in Vermont may be numbered.

A tough new proposal to ban off premises outdoor advertising is amassing bipartisan support in legislative circles.

Directing the attempted crackdown is state Rep. Theodore M. Riehle Jr., 42-year-old South Burlington Republican who chairs a special seven-member committee studying outdoor advertising.

Riehle's revolutionary concept, while prohibiting billboards, also would place the state itself in the sign business and commit it more deeply to informing the traveler.

His proposal, passed unanimously by the committee last week and forwarded to the interim Legislative Council, where it is expected to win further approval next month asks:

NO SIGNS

— An end to all private signs along interstate, national defense and primary roads.

— A system of state owned and controlled directional signs with symbols—such as crossed knives and forks to indicate restaurants—listing businesses serving the traveling public in a given area.

— A free 24-hour statewide telephone system giving travelers the directions to lodgings, restaurants and sightseeing spots.

— Establishment of information centers at seven key highway entrances to Vermont.

In Riehle's estimation, it is not just a billboard ban but a comprehensive long range plan to provide better tourist information service and preserve Vermont's natural beauty.

"In the first place, we've got to realize Vermont is one of the least spoiled states in the country. And why is this? Only because we're off the beaten track. But now Vermont is being discovered or has been discovered.

TOURISM

"Scenic beauty is our one real natural resource — and tourism. People come here because it's beautiful and because it doesn't look like New Jersey," said the one-time New Yorker who migrated to the Green Mountains in 1959.

Riehle believes the promotional value of the tough law would be "terrific" and eventually offset costs of establishing the program.

He envisions, however, a few billboards left standing.

Put at strategic entrances to the state, they would declare: "Welcome to Vermont. This is the last billboard you'll see."

Predictably the outdoor advertising industry is having fits.

Lobbyists have exerted some pressure but now are muffling their big guns until the full Legislature reconvenes in January.

In recent pleas before Riehle's interim study committee, industry spokesmen asked only to be "allowed to live, not to proliferate."

But Riehle is certain he has strong public and legislative support to end for all time what he and others have come to call "the billboard blight."

He counts more than 200 favorable letters so far ("And that's a lot in Vermont") and has been crisscrossing the state since July 6 on a lecture tour to spread the message to all who invite his presence.

Among the early converts is Johannes von Trapp of "The Sound of Music" fame, who declared recently that 10 billboards advertising the Trapp Family Lodge at Stowe would come down.

Riehle held billboards to be the worst offender but revised thinking now gives a share of that distinction to "the six, eight, or 10 directional signs of varying size in a farmer's pasture that tell you Joe's is three miles away."

Before the last touches were put to the bill Friday, it was expanded to include all businesses catering to the traveling public including antique shops and gas stations.

Exempted from the proposal are churches and civic groups such as Kiwanis and Rotary, who would be allowed to keep their signs — provided they are less than four feet square and within a mile of the city limits.

On premise signs constructed after the bill's passage would be limited to 60 sq. ft. and could not be more than 10 feet above the roof or 35 feet above ground.

Administration of the billboard law would be given to the Development Dept., while erection and maintenance of the limited state signs would be the province of the Highway Dept.

A "sign control committee" would determine which advertiser goes on what kind

of sign and where the signs are located. Riehle suggests green on white for lodgings, with a silhouette of a bed or perhaps an A-frame, and perhaps a red sign with crossed eating utensils for restaurants.

Vermont has been controlling outdoor advertising through licensing fees for

some time and already is considered the second most restrictive state in the union. (Hawaii flatly prohibits billboards.)

It is estimated the number of standard size billboards has been reduced statewide to fewer than 250. But that's 250 too many for Riehle and other scenery conscious Ver-

monsters, of whom there are many.

An outspoken opponent of billboards since he entered the Legislature two sessions back, Riehle is increasingly optimistic about the chances for passage, but knows high pressure lobbying awaits the bill in January.

"It's going to be the biggest battle Vermont has seen in the last decade," he said.

Riehle Makes Proposal

State Directional Signs Asked for Traveling Public

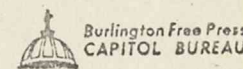
MONTPELIER — Opening state directional signs to every business engaged primarily in serving the travelling public was proposed by Rep. Theodore M. Riehle Jr., R-11-2, of South Burlington at Monday's meeting of the Outdoor Advertising Committee.

The committee met to iron out the details of Riehle's revolutionary proposal which would ban all off-premise advertising in Vermont and substitute a series of state directional signs along state highways.

The proposed legislation on banning outdoor advertising was hammered into shape for presentation to the Legislative Council for final study before going to the next session of the legislature.

In the four-pronged proposal, the off-premise signs would be replaced with a direct dial telephone information service, a tourist information directory, new state information centers on entrances into the state, and the state-owned directional signs.

In defining the wording of the proposed legislation, Riehle said any enterprise serving tourists should be allowed to use the directional signs and that if too many applied, the fee



could be adjusted to limit the number of signs in the state.

The committee also agreed that churches and civic organizations would be exempted from the off - premise sign ban.

Another recommendation in the proposed legislation was that a Travelers Aid Council be formed to rule on the granting of all sign permits and to hold hearings when necessary.

When the Travelers Aid Council thought it necessary to refuse an applicant, the applicant would be given the reasons for the refusal and allowed to apply for a rehearing by the full committee from the Vermont Department of Development. If again denied, the applicant could appeal to the Supreme Court.

Riehle told the committee it might be a good move to separate on - premise sign regulation from off - premise sign regulation and present two separate bills to the legislature. "We can then let each type of regulation stand on its own two feet in the legislature," said Riehle.

Sen. Thomas Crowley, D-Chittenden, asked, "Why don't we designate a few commercial sign areas for the outdoor billboard people. We need to be a little flexible or we may lose the whole thing."

Sen. Douglas B. Kitchel, R-Caledonia, chairman of the Legislative Council, advised the committee that they should take a strong stand in their antibillboard proposal and leave any compromises to the legislature.

The Bennington Banner

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Editorials

Billboard Committee Outdoes Itself

The Legislative Council's Outdoor Advertising Committee has outdone itself.

The committee, which has been studying the state's billboard laws this summer, voted yesterday to propose legislation banning all private signs and billboards, including those in commercial and industrial areas. The committee also endorsed state-owned directional signs, which would point motorists toward essential tourist services; a free, 24-hour telephone service, which would provide information about accommodations, food, attractions and other services; publication of a tourist service guide, which would be distributed free to visitors and would probably be self-supporting; and the construction of four additional welcome centers, similar to the one on Interstate 91 in Guilford, including one in Bennington.

The committee has taken the most direct possible approach to the sign and billboard problem; it has recommended simply that they all be banned, leaving no loopholes, which always seem to make it possible for the billboard interests to erect a sign here and a sign there and which provide a starting point for attempts to weaken the state law.

What is more important, however,

is that the committee has also proposed an alternative to outdoor advertising. Information centers, service directories and around-the-clock telephone service will not only inform the traveling public — and far more effectively than signs do — about where to eat, sleep and play, but they will also keep Vermont's scenery intact.

There are still numerous obstacles that the proposed legislation must overcome before it becomes state law. The billboard industry obviously plans to fight it in the legislature this winter. It has still not been determined whether the state will have to pay for removal of billboards once they become illegal. Regulations governing on-premise and high rise signs are still being considered.

But the committee has done the state a service by drafting a bill that is straightforward and unambiguous, that would put an end to the billboard blight once and for all, and that makes imaginative proposals for bringing businessmen and visitors together without the aid of signs. It is a proposal that we hope the remainder of the legislators will not dilute with exceptions and loopholes.

INCOCHAMP State Board Elects Riehle as Chairman

MONTPELIER — The Vermont Board of the Interstate Commission on Lake Champlain Basin held its organizational meeting Thursday and elected Rep. Theodore M. Riehle Jr., R-11-2, of South Burlington chairman.

The seven-man board then agreed to take no further action until the New York State board is named and organized this fall.

The Lake Champlain Basin Interstate Commission was formed by the Vermont and New York legislatures earlier this year to study problems regarding Lake Champlain which affect both states.

Each state will have a seven-man board which will meet jointly as a 14-man commission.

In addition to Riehle, the Vermont Board consists of Sen. Andrew L. Orzel, R-Rutland; Commissioner of Forests and Parks Robert B. Williams, who will represent Gov. Hoff on the board; Deputy Commissioner of Forests and Parks Arthur Heitman; Bob Ryan of Vergennes; Commissioner of Water Resources Reinhold W. Thleme, and Leonard Hahn, chief fisheries biologist for the Fish and Game Department.

Among the problems which the two-state commission will



Burlington Free Press
CAPITOL BUREAU

study are the orderly development on the region around Lake Champlain, water pollution and air pollution.

The commission is also given authority to correlate water resources in the Lake Champlain Basin. This will include flood warning, quality maintenance and general hydrological conditions.

Another responsibility of the commission will be to coordinate the activities and programs of federal, state, municipal and private agencies in the Lake Champlain Basin.

Recommending standards for planning and zoning of the Champlain Basin in order to safeguard its beauty and promote balanced development will be another phase of the joint commission.

Riehle said that he hoped the New York Board of the two-state commission would be formed and organized within a month so that the commission would be able to hold its first full meeting, elect a chairman for the full commission and begin its work in overseeing the growth of the presently underdeveloped Champlain Basin.

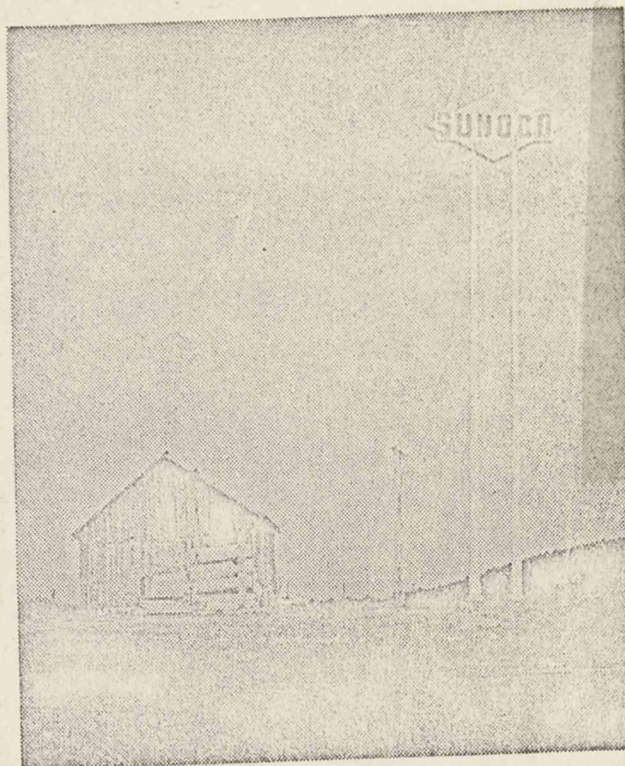
New High-rise Gasoline Sign Near Interstate Upsets Riehle

Free Press Capitol Bureau
MONTPELIER — A new high-rise gasoline sign which appeared beside Interstate 89 in the Williston area Thursday triggered sharp disapproval by Rep. Theodore Riehle, R-11-2, of South Burlington.

Riehle, who is sponsor of a proposed bill which would ban all billboards and off-premise signs in the state, admitted late Thursday he had not yet personally seen the sign.

"But I have heard about it and I am shocked. More legislators drive on that section of the interstate than any other highway in the state. When they see that sign rising up in the air to mar the beautiful scenery in that area, they will all want to back my bill," predicted Riehle.

Arthur Ristau, special assistant to Gov. Hoff, said there was another gas station sign in the Alburg area which



New high-rise gas sign which recently appeared near Interstate 89 in Williston area is legal on-premise sign.

Vermont Should Ban Billboards

WE ARE SURPRISED, AND PLEASED, by the growing acceptance of a ban on billboards in Vermont. This week the Legislative Council Study Committee on Signs unanimously approved a proposal which would ban all off-premise signs except for those put up by the state along highways. We hope the proposal will be approved by the full Legislative Council and finally by the Legislature.

Many details have to be worked out, of course, before the proposal becomes law. But there should be no great obstacles to final adoption.

Certainly there will have to be some kind of compensation for the removal of existing signs. Otherwise there will be legitimate cries of expropriation.

But we do not agree that the removal of existing signs, with compensation, would be a blow against free enterprise. After all,

billboards are valuable only because they are placed along public highways — which were not built by private enterprise! The highways were built and are maintained by the public, and the public has every right to regulate their private exploitation.

Neither are we overly worried by the prospect of the state going into the outdoor advertising business. We assume over-active politicians would not betray their public trust by approving the erection of partisan or political signs.

Anyone who doubts the importance of strict billboard regulations should travel to any one of our neighboring states — New Hampshire, Massachusetts, or New York — and see what happens to a state's character when its public assets are exploited by private interests.

Most billboards are eyesores and nuisances, so why not ban them?

Von Trapps Back Riehle

Stowe Lodge Owners Will
Take Down All Road-
side Signs.

(Vermont Press Bureau)

STOWE — A blistering attack by the Green Mountain Association on a plan to eliminate all but state-owned road signs drew an unanticipated response Thursday — the state's best known lodge owner announced all roadside signs advertising his business will be taken down.

"I'd take them down tomorrow if I didn't have to be out of town," said Johannes Von Trapp of the Trapp Family Lodge here after hearing of the attack by Robert J. Gilroy, director of the motel association.

Von Trapp said his mother, the famous Baroness Maria Von Trapp, agreed that the lodge's 10 signs should come down immediately.

The young member of the "Sound of Music" family said he will take down the billboards

Monday after he returns from a New Hampshire trip.

Von Trapp's action was sparked by a letter from Gilroy to members of the Legislative Council's committee on outdoor advertising in which he labeled the plan proposed by Rep. Theodore Riehle, R-11-2, of South Burlington, "socialistic in concept."

Riehle's plan, which has

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already been endorsed by the Council's subcommittee which he heads, calls for elimination of all roadside advertising and use of state-owned directional signs.

Von Trapp said he is "very much in favor" of the proposal, "and so is my mother."

One of the charges made in Gilroy's letter was that Riehle had released "less than factual" statements of support from motel owners. He also said recommendations of lodge owners have been ignored by Riehle's committee.

Von Trapp, a member of Gilroy's association, said he knows of no other lodge owners who plan to take down their signs right away but, he said, several have voiced solid backing for Riehle's scheme.

"There's no reason why scenery has to be ruined just to keep a motel full. In fact, it's just the opposite," Von Trapp remarked.

After hearing of Gilroy's attack the Stowe lodge operator called to "offer him a hand."

Stowe, Vt., Innkeepers To Give Up Billboards

STOWE, VT.—The Stowe Area Assn., a group of 60 lodges, hotels and motels here, agreed last week to remove all its off-premises billboards and advertising signs from the state's primary roads.

The surprise move came as a jolt to the outdoor advertising industry throughout the state. Lobbyists for billboard firms have been hard at work in recent weeks attempting to squash legislation which would ban all off-premises advertising.

Now the industry is

caught in a crossfire between reform-minded legislators and penitent advertisers.

Many legislators have expressed approval of a bill which would eradicate all private signs from interstate, national defense and primary highways.

And if advertisers swear off voluntarily, the sign manufacturing firms will be the only ones left opposing the bill.

BILLBOARD
Page 2

Action Due on Bay State Billboard Law

★ BILLBOARD

Continued from Page 1

The action of the Stowe Area Assoc. came at its annual meeting last week.

Sepp Ruschp, president and general manager of the Mt. Mansfield Co., told the association that if Vermont is to retain its natural beauty,

Association members said last week they voted to ban their own billboards out of pastoral zeal, not out of fear of the legislative ax.

Whatever their reasons, their vote will certainly be a spur to those hoping to push a no-billboard law through the legislature at its next meeting, in January.

within the next week or two on a bill that would require approval by a local community before a billboard could be erected.

The state's Outdoor Advertising Board now has the authority to approve a request for a billboard even if the local community votes against it.

Federal Officials Show Favor to Billboard Ban

Riehle and Oakes Visit Washington to Confer With Transport Dept.

(Vermont Press Bureau)
MONTPELIER—The plans to ban all private billboard advertising in Vermont is more than likely to gain the support

of federal highway officials, Rep. Theodore M. Riehle, R-11-2 of South Burlington said Wednesday.

The lawmaker made the observation after holding a conference concerning his plan with federal officials in Washington Tuesday.

Also attending with Riehle was Atty. Gen. James L. Oakes. The South Burlington Republican, who has proposed and has been getting remarkable support for legislation to outlaw all private off-premise billboard advertising, said there is at this time only one possible problem.

He said that the U. S. Transportation Department says the private advertising can't be in the highway right of way.

Riehle's plan, which has been adopted by a special billboard committee of the Legislative Council, would allow state-owned directional signs on the right of way of the interstate, with much more elaborate signs on the right of way of the primary roads.

The signs on the primary roads would carry advertising for private concerns such as

Beautification Engineers and Planners Like Idea for Vermont Highways.

private advertising tacked on to it.

Hiehle also wants to set up an elaborate tourist information system, which would help tourists find their way around Vermont sans billboards.

Riehle said Wednesday that both he and Oakes were "optimistic and quite encouraged" at the acceptance of the proposal by federal officials.

"It would be incredible to me if the federal government didn't go along," he added.

Riehle said that he met with engineers and planning officials during meetings which were arranged by U. S. Sen. George D. Aiken, R-Vt.

Riehle's billboard ban is picking up support from many quarters in the state.

The next hurdle is for it to be approved by the full Legislative Council.

After that comes the severest test of all—the Vermont



representatives were assured. They were of people would be ark, and that the in losses would be

reason for thinking the case? Would lo- is he apt to wipe bill- of Massachusetts? tely. But there are rticularly offensive ds have been put up protest. Communities right to block 'bill- tances.

owns and cities have most areas. Why not in the field of billboard control?

by the billboard industry and the sign

- *Downtown Des Moines from the Air*
- *An Iowan's Creative Photography*



What tourists think of Interstate 80's experimental Information Centers near Iowa City (see inside)

Valley News

The Daily Newspaper for the Upper Valley, published by the Valley Publishing Corporation and served by the United Press International.

THURSDAY, SEPTEMBER 14, 1967

Billboards Unneeded

There are a lot of people who, even though they have no love for billboards, think that Vermont Rep. Theodore Riehle's proposal to ban all off-premises highway signs is crazy. They agree with the signboard advertising lobbyists that billboards are necessary and seem to think that to prohibit them would be like banning radio or television or magazines or newspapers.

It is illuminating, therefore, to learn that Vrest Orton, president of the nationally known Vermont Country Store in Weston, one of Vermont's major tourist attractions, agrees with Rep. Thiele that all off-premises signs on Vermont highways should be eliminated.

The Vermont Country Store brings over 150,000 people annually to the tiny off-the-track village of Weston without any roadside signs of any kind except on the premises where the store is located. Orton notes that if his business, which depends almost entirely on tourists finding their way to his store, can succeed without signs, others can as well.

There is no question that Vermont scenery, or the destruction of it, will always be the crucible in which the Vermont tourist industry bubbles or is crushed. And, even more important to those of us who live here, is the preservation of beauty in Vermont for beauty's sake.

The American public is apathetic about a lot of public issues and too often takes the attitude that undesirable things are here to stay and cannot be eliminated.

But the point is clear that if the Vermont Country Store can bring in 150,000 tourists simply by advertising in guide books and vacation maps, billboards are not the necessity to American life that the lobbyists would have us believe.

The heavily-endowed billboard interests in New Hampshire and Maine have been permitted to obliterate almost entirely the roadside views of both coasts, and they're now doing their best to convince Vermont that motorists would rather know how far it is between hot-dog stands than to enjoy the refreshing freedom of distant unobstructed views.

Half a dozen giant plans to make Vermont the showplace of the nation are buzzing around the State House. Probably the most realistic of all is Rep. Riehle's move to ban the billboard.

An Imaginative Plan

The best thing about the so-called "pocketbook" approach to billboard restriction in Vermont is that it does away with the perennial battle between business interests and the aesthetes, or between progress and conservation.

Or at least that is the intention of a new proposal to replace commercial billboards with state-controlled directional signs.

Too often in the past the Legislature has been confronted with anti-billboard forces made up of hard-working volunteers from the world of art or horticulture or conservation. Arrayed against them have been the dollars and sense men of big business arguing they stood for more industry, more tourism, more business and above all more tax revenue. Conscientious legislators trying to hold the fiscal line have been easily swayed by seemingly practical considerations.

Now, Rep. Theodore M. Riehle Jr., R-11-2, chairman of the Legislative Council's billboard study committee, and Development Commissioner Elbert G. Moulton are attempting to show the direct relationship between a ban on commercial billboards and the success of Vermont's big recreation and vacation-travel business.

The vital importance of preserving Vermont's natural beauty has been argued many times in the past. But now it is being directly linked with fiscal returns both to the businessmen and to the state as a whole.

There will be many details that must be worked out if all interests are to be served. But the basic idea of state-controlled directional signs to replace a hodge-podge of private signs could, as the proposal asserts, focus attention on the state as an imaginative pioneer in the currently popular fields of beautification and conservation.

As far as detailed information for travelers goes, state-sponsored travel guides in the lap can be more helpful than signs flashing by on the roadside. (See letter to the editor on this page.)

Vermont's future as a resort state will depend in large measure on its success in remaining "unspoiled." Control of housing developments in rural areas and of the location and design of new industries through future state-wide zoning may take some time to put into effect.

The plan for converting the liability of signs into a promotional asset could and should be a business of the next legislative session.

In Addition to Scenic Beauty

Rep. Riehle Sees Extra Dividend in Billboard Ban

Free Press Capitol Bureau

MONTPELIER — Banning all billboards from the state of Vermont would not only preserve the state's scenic beauty, but the publicity of the novel move would bring thousands of curious new tourists to the state, claims Rep. Theodore Riehle, R-11-2 of South Burlington.

He said this would be one of his key arguments when he presents his revolutionary proposal for approval by the Legislative Council Billboard Study Committee at the State House on Aug. 21. The committee has already endorsed the billboard ban plan in principle.

Rep. Riehle said that a Development Department survey shows that 65 per cent of the people who come to Vermont are motivated to come here because of the state's scenic beauty.

No Longer Justified

Since scenery is the state's top attraction, he is against cluttering and covering it up with unnecessary signs and billboards.

He said he would tell the committee, "With all the modern means of communication available to the public today, through newspapers, magazines, brochures, radio, telephone and television, there is no longer justification for using the sides of the road for industrial advertising."

Would Ban All Signs

Rep. Riehle would eliminate all roadside advertising on all highways in the state. He would then erect a limited number of state-owned and controlled directional signs aimed particularly towards tourists.

He sees such a move making a nationwide impact and the resulting publicity bringing a flood of tourists to the state both to see the scenery and marvel at the lack of billboards and signs.

Use Other Forms of Advertising

In reply to operators of attractions who claim they would be robbed of their opportunity of "individualism" by the elimination of the opportunity for unique highway signs, Rep. Riehle says that "individualism" can still be promoted through the printed word and other forms of advertising and that "we will greatly expand

our informational outlets to get his message across to our visitors."

In explaining the need to regulate highway signs, Riehle says, "Our scenic beauty in Vermont is truly our greatest natural resource. Other states are blessed with iron ore and minerals, while others have deep seaports or unique single attractions such as a Grand Canyon, Niagara Falls or an Old Man of the Mountain.

'Relatively Unspoiled'

"People come to Vermont because it is beautiful, clean and relatively unspoiled. The state must take advantage of this natural resource and promote it and protect it. By telling the world that we are outlawing commercialistic highway advertising by substituting an effective state-operated directional sign system, we are striking a major blow in taking advantage of this natural resource."

Riehle also sees abundant economic justification for the more effective billboard control. The state erected and owned directional signs would serve only businesses serving the traveling public and thus, with no competition, will become giants by comparison, he feels.

State Signs Only

With a monopoly of their own, the state signs will not have to compete with a myriad of billboards of various shapes and colors.

Riehle is chairman of the Legislative Council Billboard Study Committee, also known as the Outdoor Advertising Committee. The committee has authorized him to work out a rough draft of his sign and billboard proposals and he will submit the draft at the Aug. 21 meeting.

State Camping Association Backs Anti-billboard Law

MONTPELIER — The first Vermont association to take a stand favoring proposed new legislation to ban billboards and signs in the state made its feelings known Monday.

Mrs. Charles S. Davies, president of the Vermont Camping Association told of her association's firm stand against billboards in a letter to Johannes Von Trapp in Stowe.

Mrs. Davies congratulated Von Trapp on his stand against billboards and for taking down all the highway signs advertising the Von Trapp lodge. "Our association stands behind you in opposition to billboards," she said.

The blight which billboards cause and the threat to Vermont natural beauty were given by Mrs. Davies as the reason for her association's stand. Mrs. Davies is a resident of Pittsford.

In another development, the Stowe Area Association has agreed to take down all signs along highways advertising their attractions. All signs owned by members of the Stowe Area Association will be taken down from highways throughout the state.

However the Stowe Area Association has taken no

stand on the proposed billboard banning legislation, which would substitute state-owned directional signs for existing billboards and signs.

Also joining the anti-billboard forces is Vrest Orton, president of the Vermont Country Store in Weston, one of Vermont's major tourist attractions.

Orton feels that all off-premise signs on Vermont highways should be eliminated.

The Vermont Country Store brings over 150,000 tourists annually to the village of Weston, which is not on any major highway, without the use of any roadside signs except the on-premise sign at the store's location, Orton notes.

"If my business, which depends almost entirely on tourists finding their way to my store, can succeed without signs, others can as well," said Orton.

The Vermont Country Store does its advertising in guide books and vacation maps, according to Orton.

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Borden, Cenci Endorse Billboard Ban Proposal

Free Press Capitol Bureau

MONTPELIER — Owners of two of the largest Vermont motels endorsed the concept Wednesday of the billboard regulation proposal made by Rep. Theodore Riehle, R-11-2, of South Burlington.

Borden Avery, owner of the Montpelier Tavern Motor Inn and the Bonnie Oakes resort hotel in Fairlee, and Gene Cenci, manager of the Holiday Inn in South Burlington, endorsed Riehle's proposal in principle.

Riehle, chairman of the Legislative Council outdoor advertising committee, proposed the elimination of all billboards and signs.

His proposal called for the establishment of a state-owned system of directional signs for Vermont service industries. These signs would be placed in the right of way of the highways and would use symbols to identify certain type businesses. Names of the hotels, motels, restaurants and other service establishments in the area would be listed below the symbols at main intersections within a 15-mile radius of each service place.

Riehle said Wednesday he will ask the Legislative committee to endorse the proposal, along with a plan for greatly expanded instructional media to be available for the traveling public.

A system of state-owned telephones connected to a tourist information center where travelers could obtain information on service available in the area will be proposed by Riehle. He will also recommend printing of a tourist guide which would be available for travelers.

Cenci, who conferred in Montpelier Wednesday with Riehle, declared adoption of the plan would eliminate the need for commercial billboards.

"The state would be offering a service and with a fine brochure and map saturating the state and available to all tourists, the proposal sounds acceptable," said Cenci.

He said people come to Ver-

mont for its scenic beauty and if the state provides a means for them to get in and out in comfort, the need for billboards will be eliminated.

Avery said he had endorsed the concept of the proposal, and would hold off on a blanket

endorsement until he saw the actual legislation in black and white.

He said he hasn't been against the control of signs, but has mainly feared that those ardently opposed to bill-

boards would succeed in getting rid of all signs so no one could find service establishments in the state.

"We would back a proposal which would permit businesses to have directional signs within a reasonable distance of their places of business," said Avery. Riehle made his initial proposal to the study committee

at a meeting here July 24, and the committee endorsed it in principle, and gave him the go-ahead to develop it.

He has been meeting with Development Department officials, members of the Natural Resources Committee and representatives of the state's hotel, motel and restaurant businesses.

Riehle said he will present a more complete billboard control plan to his committee Aug. 21.

To Demonstrate Support for Ban

Stowe's Trapp Family To Remove All Its State Roadside Billboards

STOWE — The Trapp Family Lodge announced here Friday that it will remove all its roadside billboards in Vermont to demonstrate its support for the proposal to ban all roadside advertising in the state.

Johannes Trapp, who announced the decision by the family lodge, said the move was prompted by a statement issued earlier this week by a spokesman for the Green Mountain Motel Association.

"I was upset by the attitude of the association and I thought this would be a good way to show my feeling on the subject," said Trapp.

"I think we have about 10 signs around the state and we plan to have them all taken down on Monday."

The move by the well-known Trapp family gave a big boost to the "ban-the-bill-

board" campaign of Rep. Theodore Riehle, R-11-2, of South Burlington, chairman of a Legislative Council subcommittee that has recommended the highway billboard ban.

At Riehle's urging, the subcommittee has voted to recommend a law that would eliminate all highway advertising in Vermont and substitute in its place a limited number of state-owned and controlled directional signs designed to aid motorists.

Earlier this week, Robert J. Gilroy, a director and legislative action officer of the Green Mountain Motel Association, issued a statement that branded the Riehle plan "socialistic in concept."

Gilroy said his motel association, along with the Tourist

Bureau of the Greater Bennington Association, is unanimously opposed to the committee plan.

He also suggested the whole proposal might be unconstitutional because it restricts freedom of individual expression in advertising.

Gilroy also fired a series of critical comments at the way Riehle has been conducting his legislative study of the state's billboard laws and policies.

Trapp made it clear he was disturbed by Gilroy's comments and attitudes.

"People come to Vermont because it is beautiful and different and not like any of the other New England states," said Trapp.

"Vermont has a quality of its own, and I think the people

in business should realize that.

"Our lodge has decided to remove its advertising signs voluntarily because we think it is good for Vermont," said Trapp. "I think it would be great if other businesses did the same."

The Burlington Free Press
SATURDAY, SEPT. 2, 1967 3

Rutland Daily Herald

FROM ARTICLE XVIII OF THE VERMONT BILL OF RIGHTS (Adopted July, 1777)
"That frequent recurrence to fundamental principles and a firm adherence to justice, moderation, temperance, industry and frugality are absolutely necessary to preserve the blessings of liberty and keep government free."

FRIDAY, SEPTEMBER 22, 1967

Two Ways To Legislation

There are two ways to present controversial proposals to the Vermont Legislature. Examples of both are developing right now.

The first is the dare-all-even-death approach, exemplified by Rep. Theodore Riehle, R-11-2, of South Burlington, and his plan for banning billboards.

The second is the back-off-and-make-palatable method, illustrated by Rep. Arthur Gibb, R-15, of Weybridge, and a proposal to make Otter Creek a recreation corridor.

Of the two methods, exponents of the latter live happier lives, suffer fewer disappointments — and have fewer enemies and ulcers. Those who espouse the former course are likely to leave the vivid air signed with their honor, but the poet who used that term was talking about heroes who had met a blazing death.

In the matter of conservation in Vermont, the time is fast approaching when dare-all tactics are going to be mandatory. The way to avoid becoming another grubby suburb is to exhibit some originality and individualism. It won't do to exert that individualism by merely holding back on new ideas. That's how those other suburbs got to be so grubby — they

wouldn't accept the responsibility to control the change that was inevitably taking place.

Rep. Riehle's billboard plan may be shot down or modified by the hold-backs and special interests. Rep. Gibb's Otter Creek proposal is quite likely to be passed — but we will have in the end nothing much more than what we have now. His position is like that of a city that proposes to build a fine superhighway, but decides instead that fewer feelings will be hurt if the old Main Street is given a new coat of tar, and the curbs are patched up a bit.

Farmers along Otter Creek who opposed the original scenic waterway proposal are in the same category as the owners of outdoor advertising agencies. They are a special interest, with all the shortcomings and short-range views that pertain to such interests.

The dare-all approach is the only way to ventilate such shortcomings. The back-off method merely strengthens them. If the landowners of Rutland and Addison Counties aren't willing to put the good of the state above their special interests, then shying away from arousing them is the worst possible action to take.

Riehle, Moulton Praised by Hoff

Work of Both Men Cited at Greater Vermont Association Meeting.

FAIRLEE — (Special) — Gov. Philip H. Hoff had some words of praise Monday night for two members of the "other party"; Rep. Theodore Riehle, R-22-1, of South Burlington, and Development Commissioner Elbert G. Moulton.

Speaking at the annual meeting of the Greater Vermont Association at the Bonnie Oaks Inn here, Hoff praised Riehle's efforts to enact anti-sign legislation during the next session of the General Assembly.

He also praised Moulton, who was awarded the association's Citizenship Award, and drew a laugh by adding:

"This is a great tribute to the appointments made by my office."

The governor said the leaders of the state and the nation must pay more attention to "this thing called environment. It's the thing that's going to effect our pocketbooks in the future."

Continuing the governor said:

"This question of billboards is vastly misunderstood. This state that we need, we must Riehle is trying to do; improve the environment of the state. His ideas may not be perfect, but they are a step in the right direction."

"Could you ask for anything more?" the governor said.

"This is number one in terms of future growth of the state of Vermont."

Hoff said: "If we are going to attract the kind of people to this state that we need we must improve our cultural, educational, and especially our physical, environment."

Hoff congratulated Moulton, who received the association's fourth annual award for "the Vermonters who has made the greatest contribution to the betterment of the state."

Previous winners were U.S. Sen. George D. Aiken, R-V., Albert A. Cree, president of the Central Vermont Public Service Corp., and Sepp Ruschp, head of Mt. Mansfield Corp.

Hoff even had some praise for the hippies Monday night:

"The young people of today, such as the hippies, have had a shift in thinking from placing an emphasis on earning a living to placing an emphasis on living itself."

"That's where this work environment comes in."

Referring to cultural environment, Hoff said:

"I also have my cultural interests, too. I'm going down to Boston to see the Red Sox play tomorrow."

The Highway Facility on the Cover

Tourists Tell What They Think of Our Rest Areas

*"Who'er has travell'd life's dull round,
Where'er his stages may have been,
May sigh to think he still has found
The warmest welcome at an inn."*

William Shenstone (1714-1763): Written on a window of an Inn.

By Nick Lamberto

TO FIND out how others view us and our travel facilities and how warm our welcome is, the Iowa State Highway Commissions asked motorists on the Interstate System to fill out comment cards at safety rest areas or Infosites (Information Centers.) Many of the 73,869 persons represented in reports covering the first six months of 1967 had favorable things to say; others had criticism of facilities, constructive and otherwise.

With Interstate 80 carrying traffic across Iowa in its first full tourist season in 1967, the nation's first experimental Infosites, as well as the eight paired rest areas, had visitors from all 50 states and 17 foreign countries, representing the five major continents.

THEY ALSO WOULD LIKE MORE AND BIGGER TREES

Many motorists didn't like the taste of Iowa water; some thought the water was "terrible"; some thought it was just "bad."

A Californian commented: "Why no campgrounds? Your state park exits are not marked on the Interstate. Rest stops are nice in a pinch, but hardly replace a campground. You do not seem to be interested in the tourist trade."

Other negative comments: Need more vending machines (not allowed on state property), covers on picnic tables, more and bigger trees. Rest rooms not working, put in pay showers, need longer and better pencils to write comment cards. Iowans should be more careful and courteous in their driving.

But the accent was on the positive.

Wrote a Riverside, Calif., motorist:

"We as travelers wish the state of Iowa extended from coast to coast."

SHE HOPES SOMEONE TURNED OFF THE FAUCET

Other favorable impressions:

"If other states had as nice rest areas as Iowa, more people would come and stay longer."

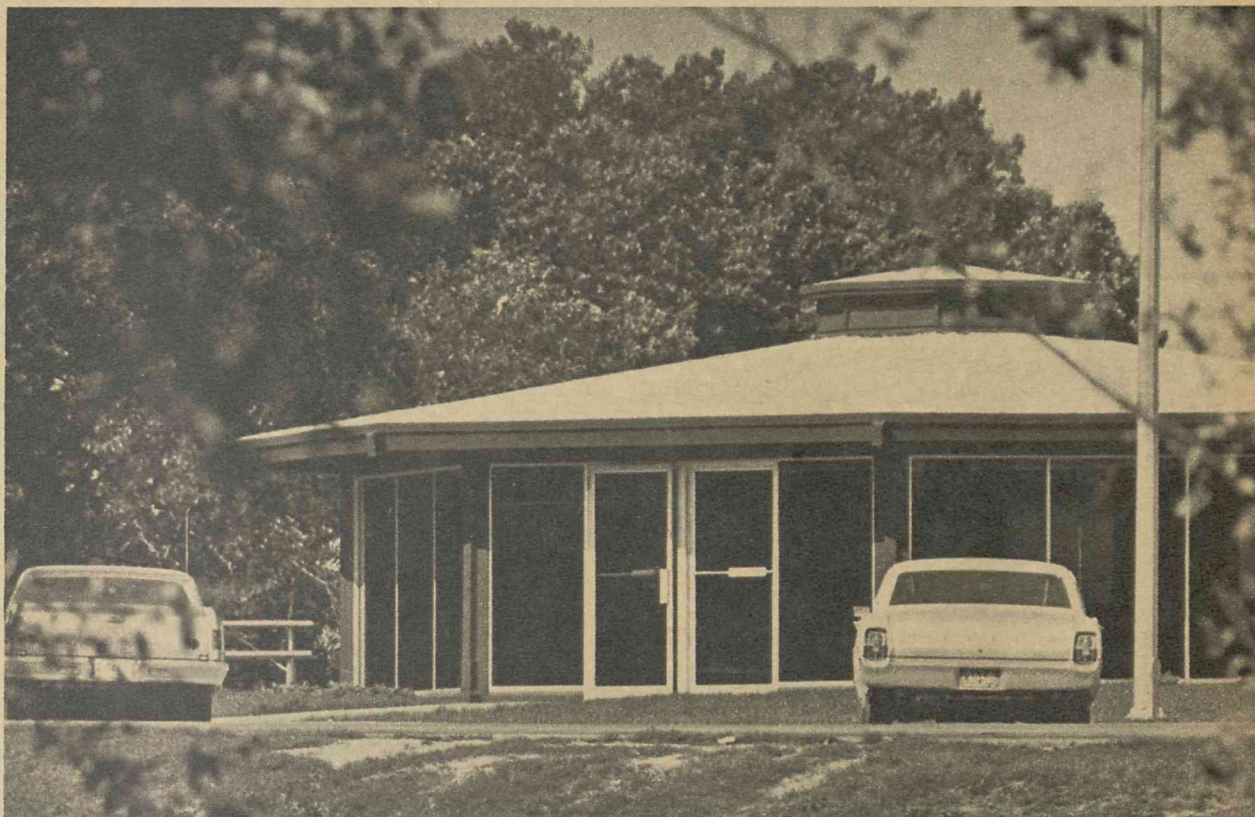
"Hurrah! You are displaying the Iowa flag. That's what we need. Do it more often!"

"Of all the states we have traveled, Iowa has impressed us the most.—Salt Lake City, Utah."

An Independence, Mo., motorist said he had made about six trips annually through Iowa in the last 30 years. "It is interesting to see the improvements each time," he said. "Enjoy the clean rest rooms. Your employees are to be congratulated as they seem to be conscientious and take pride in your highway system."

A trucking firm from Dallas, Tex., reported:

"We think these rest areas are the best ever of all the states we cover."



ONE OF THE TWO information centers now in operation on Interstate Highway 80 is this building near Tipton (seen on today's cover). It serves the west-bound traveler.

(Register photographs by George Ceolla)

From Louisville, Ky.: "Everyone agrees you have a beautiful state. This is one of the few states that is always pleasant to the eye. We would like to thank you very much for your assistance and courtesy during our stay in Iowa."

Two Illinois motorists commented:

"It was a pleasure to stop and rest in such a lovely clean place. Keep them that way and it will always be a pleasure to stop. Nicest we've seen."

"Congratulations! You have achieved the ultimate in comfort and safety for the cross-country motorist. This beautiful highway and the rest areas along the way make it a pleasure driving through your interesting state. Thank you for being so thoughtful."

From New Brunswick, N. J.: "I have traveled in practically every state in the U.S. and through Europe. Iowa's rest stops are the most beautiful I have ever seen, and I mean it."

A traveler from Billings, Mont., deplored Iowa's drivers: "Iowans are the worst and fastest drivers in the United States. They can't even read a speed limit sign."

A woman from Kansas City, Mo., said she "enjoyed traveling through Iowa and found the rest stops convenient, only the toilet stools are a bit hard to figure out. The faucets are also a little confusing and I hope someone turned off the faucet—I left it running."

Honeymooners from Butler, Mo., stated:

"Not too sure of any comments at the moment."

You know the excitement is just too much. We will have comments in about a week."

A Grinnell motorist wrote:

"Enjoyed the 'dog walk' sign, but we have no dog."

A Des Moines resident commented:

"I just have to sign this card. This is our first rest stop visit in Iowa and we have been told that from coast to coast none excel them. We agree and are proud to be residents of the great state of Iowa."

"THANKS FOR FLYING THE FLAGS"

Other comments, apparently from Iowans, included:

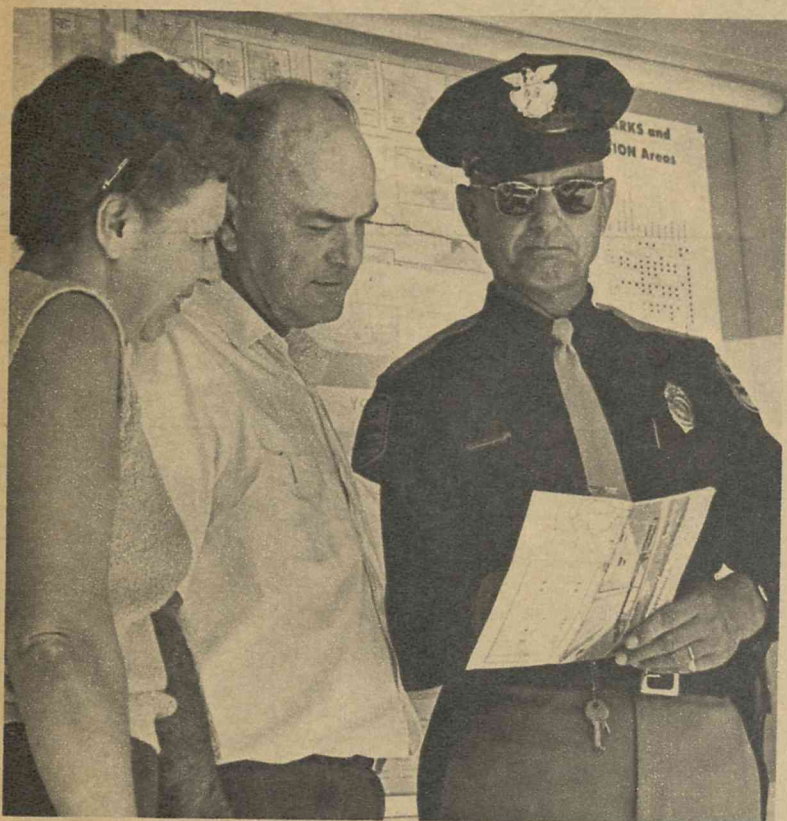
"We don't mind paying taxes for these wonderful improvements." "Proud to be Iowans with these facilities." "These places will do more for Iowa than anything else the state could do." "I am glad to see Iowa has some facilities we can be proud of for a change." "I've taken a lot of guff up to now from visiting relatives. Thanks, we don't mind paying taxes for this!" "These are the best things that have happened to Iowa in the 40 years I have lived here."

Motorists called Iowa's facilities the "finest", the "best" and "most interesting". Some had praise for attendants ("friendly and courteous") and highway patrolmen ("very courteous").

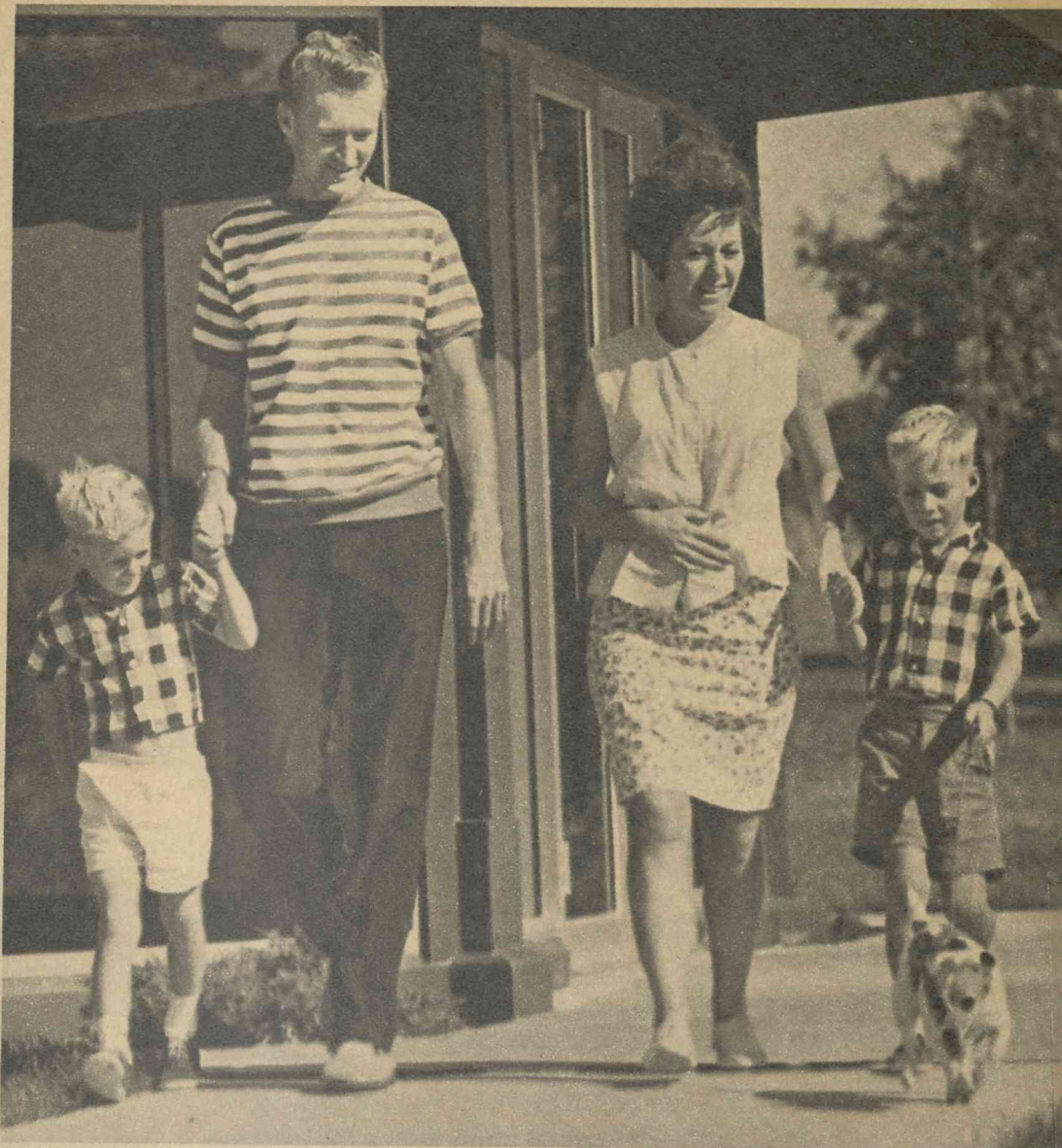
The laudatory comments also included:

"These rest areas will sure help keep Iowa

--- and Drivers



AN INDIANA COUPLE, Mr. and Mrs. Richard Hunt of Fort Wayne, gets information at the Tipton Infosite from R. M. Akers of the Iowa Highway Patrol.



RETURNING HOME to Des Moines from service with the Air Force, Kenneth Semple stopped at the Tipton Infosite with his family. The boys are Richie, 5 (left), and Randy, 6. Semple had been stationed at Myrtle Beach, S.C.

growing." "Three cheers for the state of Iowa." "We'll always route our travels through Iowa, as your rest areas are a sure way of inviting a return trip." "Iowa is an artist's paradise. What a beautiful state. Too bad it isn't wider so there would be more of it." "This is a dream state." "You should send plans of your setup to other states." "Your dogwalk is an excellent idea both for dog walkers and non-dog walkers."

But, one motorist, apparently with a sense of humor, disagreed: "I think your dog walk represents an unneeded amount of government influence and regimentation."

Said a former Iowan: "I have long berated your short-sighted and meager tourist promotion. I can finally point with pride."

"Thanks for flying the flags," says a San Jose, Calif., motorist. "They look beautiful and are a very patriotic gesture reflecting obviously the fine traits of your citizenship."

The comments, pro and con, are being tabulated, and studied. The highway commission has retained a consulting firm to study the effectiveness of the Infosites.

In six months, 352,850 pieces of literature were distributed, ranging from road maps and tourist attractions to fish and game laws.

Along the Interstate Highway system in Iowa, there now are eight pairs of major rest areas (or 16

(Continued on page 7)



ON A LARGE MAP inside the Infosite west of Iowa City, near Victor, Oscar Messerlii of Hartwick gives directions to Mr. and Mrs. Ben Greer of California. They were leaving Iowa after visiting Mrs. Greer's son in Truro. Mrs. Greer formerly lived in Des Moines.



Visit Your
Evans-Black
Carpet Dealer

Bierl Store of Floors
611 North West St.
Carroll, Iowa

**F. C. Grace Furniture
Company**
Clarinda, Iowa

**F. C. Grace Furniture
Company**
Denver, Missouri

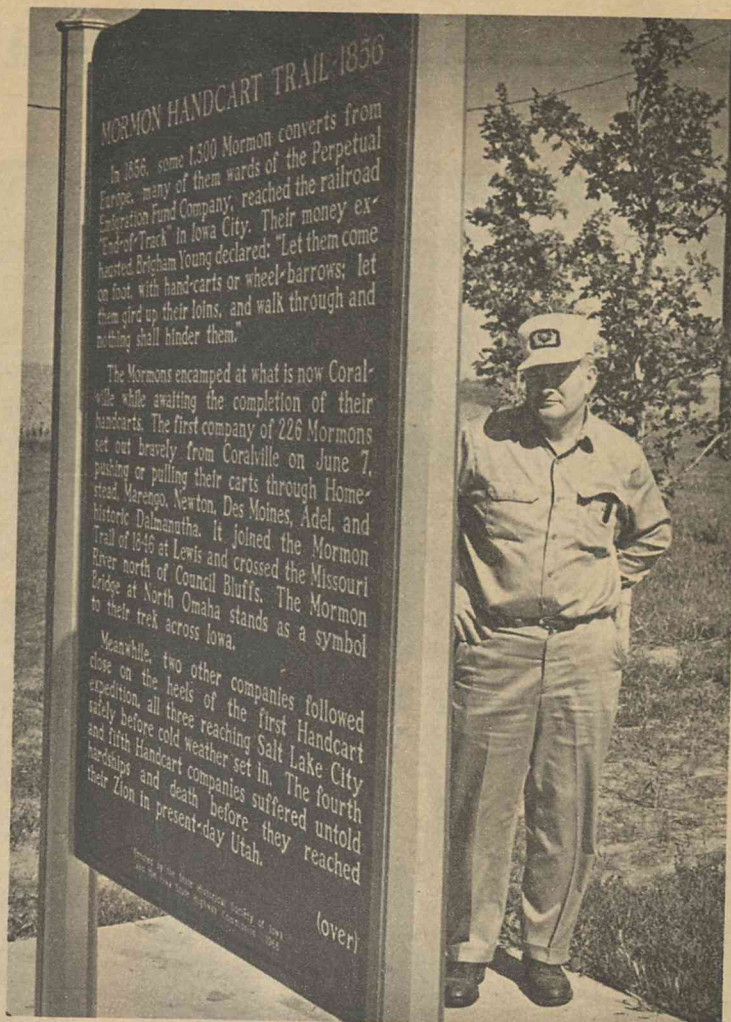
**Roberts & Williams
Furniture & Carpet**
7005 University
Des Moines, Iowa

look for
Evans-Black
dealers advertising
in today's paper
featuring
Evans-Black carpets
of Creslan
acrylic fiber.

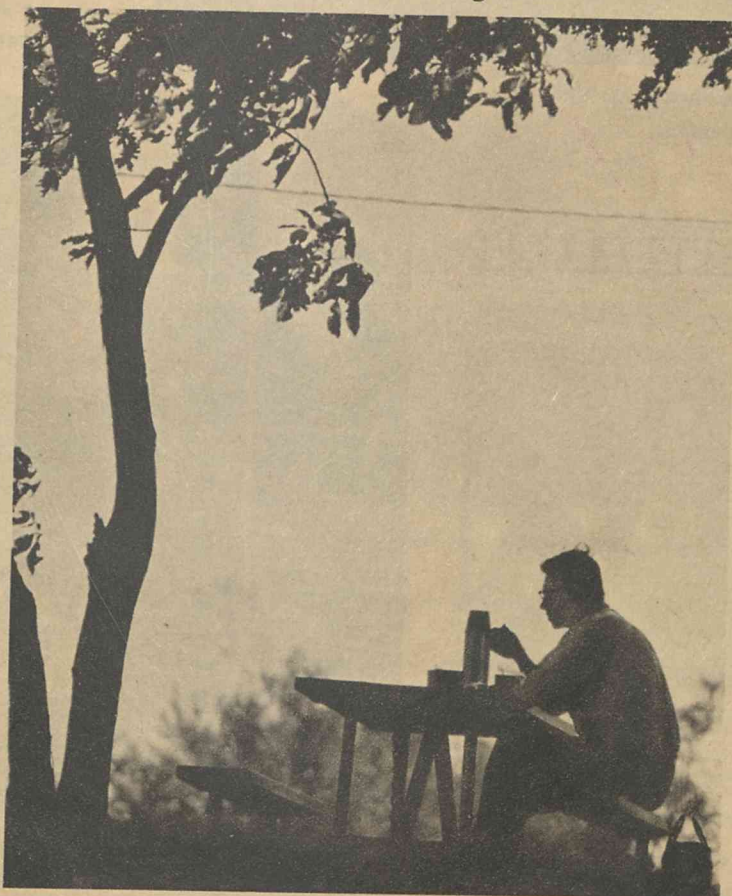
Outstanding Values
in Carpeting

\$5⁹⁵ to \$9⁹⁵
per square yard

More Major Rest Areas Planned



A VACATIONER from Seattle, Andrew Solberg, stops to read a sign marking a historic site along Interstate 80. He and his wife had visited the World's Fair in Montreal and were returning home.



PICNIC BENCH at the Tipton Infosite is utilized by George A. Kolze of Warrenville, Ill. He was on his way to Utah, Arizona and New Mexico on vacation.

(Continued from pages 4 and 5)

sites in all). By being paired, the rest areas serve motorists going both directions on the interstates. In addition, there are two Infosites.

The major rest areas are in Adair, Cedar, Iowa, Jasper, Johnson, Polk and Scott counties on Interstate 80 and in Woodbury county on Interstate 29.

Both Infosites are near Iowa City. One, serving west-bound traffic on Interstate 80, is 23 miles east of Iowa City in the Tipton rest area. The other, serving eastbound traffic, is 28 miles west of Iowa City in the Victor rest area. Two more Infosites are authorized, but no date for their opening has been set.

(The picture by Register photographer Bob Long on today's cover shows the Infosite near Tipton on a late summer day.)

A BACK-LIGHTED MAP SHOWING TOURIST ATTRACTIONS

The Infosites resulted from a joint program of the highway commission and the Stoner System of Des Moines, with the approval of the U. S. Bureau of Public Roads. They are designed to inform interstate highway travelers about services and attractions off the highway.

Designed as complete "walk-in" information and communication centers, the Infosites contain advertising panels, telling about food, lodging and service areas and other travel-oriented businesses. There are direct phone lines to advertisers, a directory of emergency services and a back-lighted map of Interstate 80 across Iowa, showing adjacent tourist attractions.

The Infosite buildings were erected for an estimated \$25,000 each by the highway commission as a "research project," first of its kind in the U. S., and are leased to the Stoner System. The commission will recover all costs, plus interest through the lease of advertising sales rights.

The eight paired major rest areas cost a total of about \$1.2 million, not including pavement and parking facilities.

About 15 more major rest areas are planned for the Interstate systems in Iowa. Ideas for improving rest areas, based on comments and suggestions, include building ramps so handicapped persons can gain access to buildings, and expanding parking areas at each site.

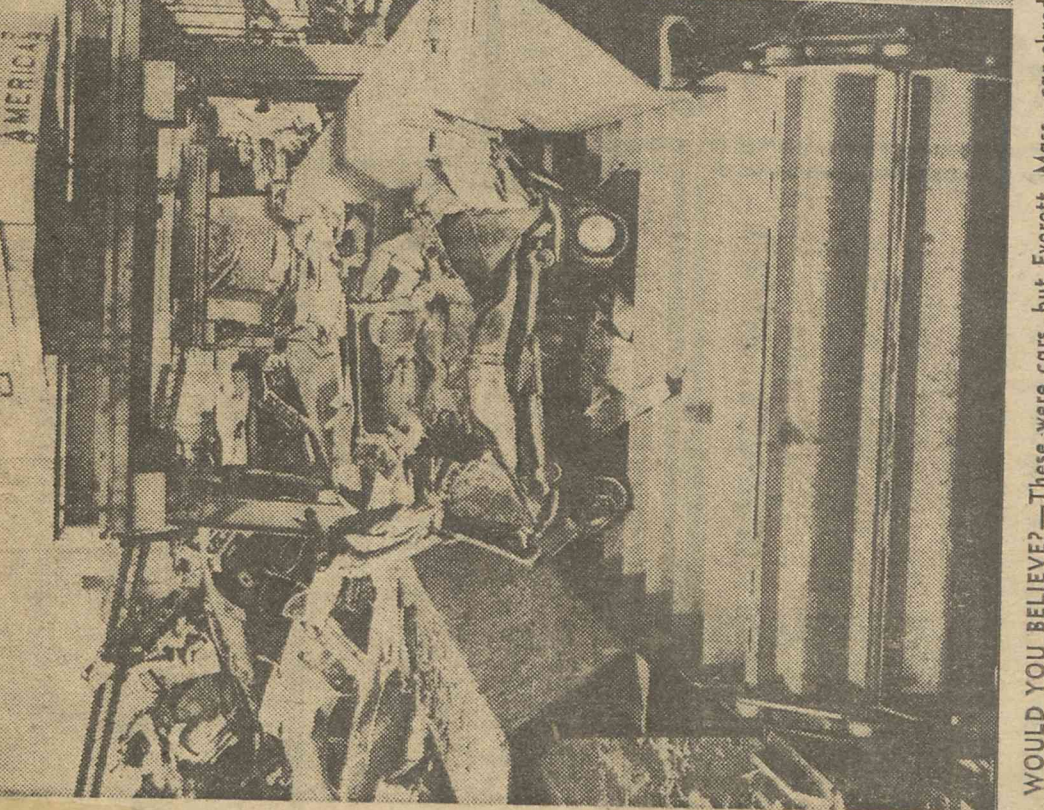
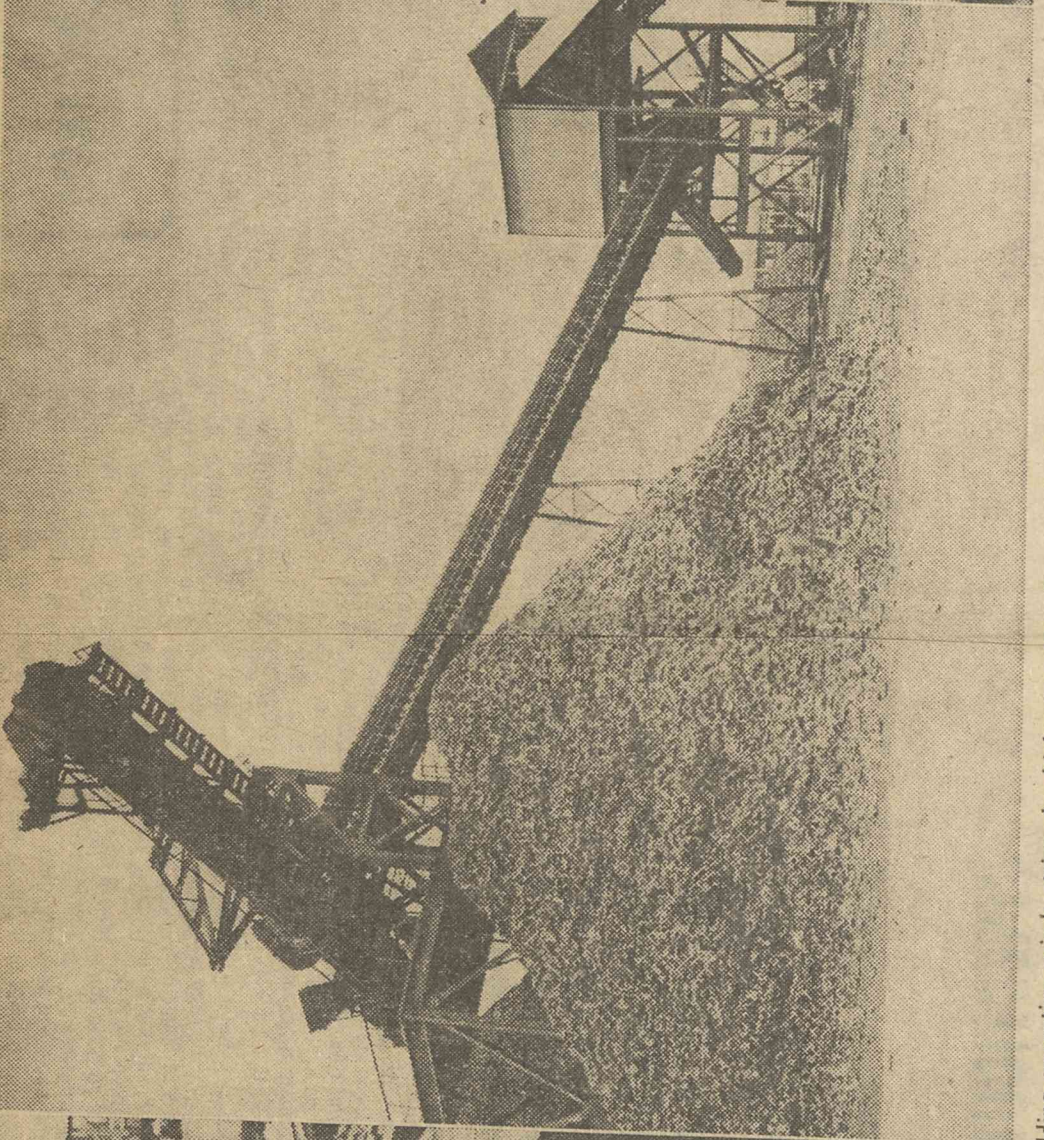
THE WATER IS SURE TO BE PURE

"We figure about 6,000 vehicles go past each site daily," says John Conis, commission roadside co-ordinator. "Between 10 and 12 per cent stop at a rest area."

Everyone knows that water away from home tastes different, but Iowa water, which tastes very good to Iowans, is almost sure to be pure. "We are continually testing the water at these sites to make sure it is safe," Conis says. "The average site uses 4,000 gallons of water a day. In some future areas we will have a problem because we'll have to dig real deep wells."

And with only a few minor irritations reported, it looks as if Iowa's first full tourist season with Interstate 80 open all the way has been a huge success!

Auto Crusher May Provide Answer to Area's Junked Car Problems



WOULD YOU BELIEVE?—These were cars, but Everett, Mass., car shredding operation grinds stripped vehicles into bits. Conveyor hauls portions of bodies toward crusher—resulting in mountain of pieces.—Times, Chindmark.

A crew ripped the upholstery out of the derelict car, abandoned and picked up by the city of Hartford. A fork lift grabbed the car, and a crane snatched out the engine and gas tanks. The crew moved in and took off the wheels.

The car was hoisted into the crusher mounted on a flatbed truck. In seconds, the car was 12 inches high. Wrapped in packages of three, the cars were loaded on a trailer to be sold.

The demonstration was made by Connecticut Mobile Auto Crushers Inc., originators of a new system which Hartford hopes will solve its junked car problems and those of the surrounding communities — and add a profitable business to the North Meadows.

The crusher solves the problem of making the derelicts a disposable asset instead of a useless liability. Whether it can bring the disfiguring roadside derelict close to extinction depends on the economics of the crusher's operation.

The Prolerized New England Co. in Everett, Mass. will pay \$16 per ton — or roughly \$16 per car — for all the junked cars Hartford can ship. The company pays more for unburnt cars — unlike New Haven's baling operation which requires that the cars be burnt beforehand.

Must Be Stripped

Ernest N. Strauss, manager of the firm, said the only requirement is that cars be stripped of motors, transmissions, fuel tanks, seats, cushions, and tires.

It would cost about \$3 per unit to take crushed cars by train to Everett in 200-ton shipments. The cost of trucking would be about \$5 per car.

Preparation costs per car are estimated at between \$2 and \$4; the crushing between \$1 and \$2, the loading about \$1 and the disposal of seats and cushions \$2.50 to \$3.

Total cost estimates run from \$11 to \$14.50 per car crushed and shipped to Everett.

In addition to the \$16 price (in Everett) the motor and transmission is worth about \$4, the battery about \$1, and the radiator about \$3 to \$4. The money earned by the better tires would just balance the cost of getting rid of the worthless ones.

This leaves a total of \$9.50 to \$14 gross profit. A taxpaying private operator would probably find it impossible to pay \$10 a car out of that.

But it might be worthwhile for a public authority to pay out \$10 for every intact car brought in, even if it lost a dollar or two on each car. If the car were stripped and abandoned, one of the towns would have to pay \$15 to \$50 to haul the car for disposal.

25,000 Yearly

The Connecticut Development Commission is thinking in terms of a shredder for the Hartford area by January. It proposes a capacity of 35,000 to 50,000 cars per year and estimates the cost as under \$500,000. The Capitol Region currently "produces" some 25,000 junked cars per year. The rate is expected to increase.

The commission's report concedes that small versions of the 250,000-car capacity Everett installation have yet to be perfected, and their feasibility requires study.

The developer of a planned large shredder in Norwalk, the M.J. Stavola Co., said the plant there planned to pay \$10 per car. This might indicate that the efficiency of the large Everett operation might enable the firm to pay enough to com-

pensate for the cost of crushing and shipping.

The Connecticut Development Commission has long range plans for shredders in several areas of the state. Then, the commission hopes, the state can attract an electric furnace type steel mill, which uses 98 per cent scrap metal. This would raise the value of the scrap metal because it could be used right here instead of being shipped to Pennsylvania or Japan (one of the big scrap steel customers). And the steel mill's products could be tailored for sale in Connecticut.

North Meadows

But Charles Vaughn, head of Connecticut Mobile Auto Crushers Inc., and until recently of Dallas, intends to get his plant into operation almost immediately. If difficulties appear with the city administration's plans to locate him in the North Meadows area, he has his eye on land in a suburban town.

"That Glen Mayo (Hartford's director of licenses and inspections) is a son of a gun salesman," Vaughn said. "He sold me on coming to Hartford even though other areas looked on it myself."

Vaughn's operation could take care of the surrounding towns as well as Hartford. In fact, Hartford alone couldn't provide enough cars for efficient operation. Towns and individuals can bring their wrecks to Vaughn. Or Vaughn will come to them. The crusher is mobile, and could make periodic visits to a town's car pound.

City administration people are suggesting towns might consider sub-regional pounds to facilitate economic operation.

But the price the crusher can pay for junked cars presents a question.

A major part of the junked car problem is the tendency of people to abandon automobiles in streets, fields, roadsides, woods, and backyards. This part of the problem is noted

pollution and ugliness generally surrounding existing auto graveyards.

These cars cost at least \$15 to remove. If the location is removed from regular roadways, or if the car is seriously deteriorated, if the tires have been stripped and the car was left to rest on its hubs, the towing may cost \$30 to \$50.

Left to Rust

There are laws against abandoning motor vehicles but apparently the laws don't work. Some junkyards in the state don't take wrecks of cars other than late models; most of the rest won't pay anything for pre-1961 junks. So many are inclined to strip a car of its battery, radiator, and tires and leave it to rust.

Presumably, most persons would bring in their cars to a central yard if they were paid \$10 for the junks. But if a private owner did this, he would make very little profit and would have a good chance of losing money. Vaughan doubted he could pay even \$5 per wreck.

It might be worthwhile for a public authority to pay out \$10 for every intact car brought in, even if it lost a dollar or two on each car. For if the individual owners aren't encouraged to bring in their cars, the public will have to pay for having abandoned wrecks hauled.

But Mayo pointed out that the more sophisticated the market, the more difficulties existed for a public operation. A public crusher would be dealing in various scrap areas — such as brass from the radiators. Moreover Vaughn's private operation is ready to go.

1,000 FEET APART

Billboard Curb Rules Offered

Greater restrictions would be placed on billboard and other advertising devices along Iowa's interstate highways under a rule proposed by the Iowa Highway Commission.

The commission, moving to enforce a two-year-old state billboard control law, has asked the Iowa Legislative Rules Review Committee to approve the rule at its Nov. 14 meeting.

The 1965 legislature prohibited billboards within 660 feet of interstate highways, with some exceptions, but the commission has not acted to enforce the law.

It attributes the delay mainly to changes and uncertainty in the federal law, and to red tape in getting Federal Bureau of Public Roads approval of Iowa's enforcement program, which the law says must be "in compliance with national policy."

Rules which the commission now proposes will have the force of law once they are approved by the review committee and the attorney general.

Would Ban Most

James Graham, an assistant attorney general assigned to the Highway Commission, said the new rules "are a complete new departure" in that they prohibit most signs except in commercial or industrial areas.

"This means the Iowa farmland won't be cluttered up with billboards," he said.

The rules allow official highway signs anywhere, and they allow any roadside business to post a sign, advertising its services at its location.

Otherwise, billboards generally would be allowed only in "advertising areas," defined as areas of industrial or commercial usage, zoned or not.

A major problem, Graham said, was finding a definition of "unzoned commercial or industrial area" that satisfied the commission, the Bureau of Public Roads and outdoor advertising interests.

The commission finally defined this as the area 660 feet on either side of an industrial or commercial activity.

But billboards, businesses conducted from the home, agriculture and seasonal or temporary businesses are not counted as industrial or commercial activity as far as the billboard rules are concerned.

1,000 Feet Apart

Even within the recognized commercial and industrial areas

the rules would require billboards to be at least two miles from any interchange.

The 1967 legislature refused to appropriate any money for the Highway Commission to buy or condemn billboards erected before the law was passed.

However, it declared a nuisance any nonconforming signs erected since the law was adopted. Graham said the new rules would enable the commission to bring court action to remove these.

Joseph Coupal, Iowa director of highways, recently said some signs along the interstate highways "are illegal and they make me damn mad. It's ridiculous to allow these things and we don't intend to."

TODAY'S EDITORIAL

House Unfavorable Toward Lady Bird's Beautification Plan

The highway beautification program, one of Lady Bird Johnson's pet projects may be on its way to the legislative graveyard, according to Congressional Quarterly.

Although the Senate Aug. 28 passed a one-year extension of the 1965 highway beauty law, the outlook for favorable action in the budget-minded House is very uncertain.

The law expired on June 30, and so Congress must act this year if the whole effort is to continue. Under the 1965 law, programs were set up for advertising control, junkyard control and scenic enhancement of roadside strips.

FUNDS APPORTIONED

Since the beginning of the beauty programs, the Federal Government has apportioned a total of \$142,768,834 for all phases of the campaign to restore the attractiveness of American highways. Most of the funds have not yet actually been spent, however.

Total apportionments for Nevada in fiscal 1966 and 1967 amounted to \$24,377 for the billboard control program, \$51,900 for junkyard control and \$538,223 for scenic enhancement, which — at least in terms of dollars — is the most important part of beautification.

STATE LAWS

Although large sums have been apportioned to the states, no money actually is spent until state legislatures have passed enabling laws to allow the state to make beautification program agreements with the federal government.

The Nevada legislature passed only the scenic enabling law. Only five states — Connecticut, Hawaii, Rhode Island, Vermont and Virginia — have completed their agreements with the government on the standards to be applied for billboard and junkyard removal.

LOBBY ACTIVITIES

A House Subcommittee earlier this year took volumes of testimony on the present operation of the beautification effort. Much of it was negative, and even beautification proponents like the conservation groups wanted some changes made.

Complaints were aired at the hearings that the Bureau of Public Roads, which administers the 1965 law, was out to abolish outdoor advertising altogether. No great dissatisfaction was expressed about the junkyard control and scenic enhancement programs, however.

The billboard interests, naturally enough, would like to see the whole program die quietly. And the conservation groups are pushing for removal of a provision in the law which requires the government to compensate sign owners for the billboards removed under the federal-state agreement. The conservationists argue that states already have the power to remove the billboards, without payment, by virtue of their police powers.

OUTLOOK

Nobody, except the Bureau of Public Roads itself, seems very excited about continuing the present program as is. But a satisfactory compromise for changing it has not been worked out.

The Senate-passed bill currently is before a House Subcommittee, which must act if anything is to be done this year. House Members are known to be wary of a simple extension bill like that the Senate passed.

If the House unit does act, it is likely to propose amendments to the 1965 law. The session is growing late, however, and the renewed drive for economy in the face of record budget deficits may well force beautification advocates to wait until a more favorable moment to ask a reinvestment of the program.

City Fight On Signs Under Way

By Jay McMullen

The city's proclaimed new war on 2,000 illegal signs got off to a nonviolent start Friday.

Notices to remove 67 signs were sent to residential property owners, but no time limit was set.

Only one of the signs was on Lake Shore Dr., although Building Comr. Sidney D. Smith had promised to make it his No. 1 target.

THE 2,000 illegal signs should have been removed two or more years ago under terms of the zoning code, according to Harry F. Chaddick, chairman of the zoning board of appeals.

His protests led to belated activity in the building department, which administers the zoning ordinance.

If the department carries through, it could be a multi-million-dollar blow to the sign industry.

Some large billboards in prominent locations reportedly bring in a monthly revenue of \$5,000 to \$10,000 a month.

OF THE 67 billboards ordered removed Friday, 8 are on Ridge Av. on the North Side.

One is at 3718 N. Lake Shore Dr.; one at 4350 Marine Dr. and one at 701 W. Montrose, according to Joseph Fitzgerald, deputy building commissioner.

He said owners of other signs on Lake Shore Dr. would be notified "in normal routine."

Asked how soon he would check back to determine whether the signs were being taken down, Fitzgerald said he did not know.

SCRAPBOOK

The Highwaymen Are Coming!

YOU, residents of Santa Cruz and environs, are being threatened by wholesale destruction of historic and desirable West Side residential areas by precipitate action of the "PLANNERS." They are proposing to cut ANOTHER DITCH, wider than your present one thru the river bed, to bring Highway 1 traffic thru 400 homes and families — removing them forever from local tax rolls—a source of income which will NEVER BE REPLACED. They are proposing to eliminate Holy Cross High School, pass within 60 feet of Santa Cruz High School, to build an interchange 500 FEET WIDE next to our historical upper plaza, remove the buffer zone of trees along the bluff, and spend 6 million dollars of your tax money UNNECESSARILY!

There Is a Solution!

Alternate No. 4, as proposed by the Division of Highways will leave current Route 1 West of the City and pass to the North of the City, skirt the University and after presenting a vista of the town and bay, descend again to pass behind our Industrial Park and join Highway 17 at the present interchange with Highway 1 South.

Alternate No. 4 will be SHORTER, 6 million dollars LESS EXPENSIVE, pass thru what are presently UNDEVELOPED LANDS, remove about 80 HOMES, offer a SCENIC, visually pleasing approach to town and BY PASS developed areas.

The reasons you chose Santa Cruz as your home could be eliminated unless you join together and ACT — NOW!

Write

a letter to:

ALAN S. HART, District Engineer
California Division of Highways
150 Oak Street
San Francisco, California 94119

Join

CITIZENS FOR 4

Phone 423-7123, 426-6415 or 423-3228

Send

contributions to:

"CITIZENS FOR ALTERNATE No. 4"
410 Locust Street
Santa Cruz, California 95060

Talk

with your friends and service groups.

Sign

petitions being circulated locally.

Watch

your paper for announcements.

Your Choice is CIVIC VANDALISM or Civic Pride!

A Personal View

R.I. Landscape Prettier in Two Respects

By JAMES T. KAULL

The prettiest public works official in Rhode Island may very well be (come now! MUST be!) 23-year-old Constance V. Daniels, the state's assistant landscape architect.

Pert, petite, long-haired, she has a vision of roadsides blending with neighborhoods by the judicious use of native plants that fairly cry "Welcome to Rhode Island!"

"And yet some people don't see why we bother with all this planting," she said. "Some people don't have the aesthetic view."

Constance Daniels herself presents such an esthetic vista that she is sometimes halted by guards when she tries to enter a road construction site, even though she drives a state car.

They simply cannot believe this attractive young woman has any real business in the arena of snorting graders and dusty bulldozers. She does, however, and she finds that road-builders are eventually most cooperative.

"Connie" has been in her state job since June. She is the wife of John R. Daniels, a research technician at Texas Instruments Inc. in Attleboro.

A daughter of Jerry G. and Catherine Parente of 291 Mayfield Ave., Cranston, she was raised in a rural area regarded by Providence relatives as "the country."

As a child, she was interested in green-growing things, "even in weeding," and was later entrusted with the management of the Parente-landscape. In June, 1966, she was graduated from the College of Agriculture at the University of Rhode Island with a bachelor of science degree in horticulture.

There were only three girls in her group, so being in a female minority is nothing new. Her first job was with the Providence Redevelopment Agency, but this involved too much report-writing and not enough horticulture, she says.

A sympathetic boss at the agency gave her the name of James A. McLane, chief of the state highway beautification section, which is part of the state Department of Public Works.

Connie's immediate superior is Wilfrid L. Gates Jr., who is the section's landscape architect. He is hardly an oldster, having graduated from the Rhode Island School of Design in June, 1965.

Mr. Gates has delegated to Mrs. Daniels the section's "public relations" work. This means working with towns and garden clubs on plantings they have requested on state property. Barrington, Wakefield and Newport have seen some of her work.

Carrying out a concept of "Will" Gates, she is trying



Landscape architect Constance V. Daniels.

—Journal-Bulletin Photo by J. DAVID LAMONTAGNE

hard to "naturalize" the state's roadside plantings. This means using indigenous plants, rather than importing some exotic Oriental specimen—which probably wouldn't grow right, anyhow.

For instance, Ministerial Road in South Kingstown has always been lush with rhododendrons, so these are an obvious choice for that area, Mrs. Daniels said.

White oak and Russian olive are very resistant to salt sea air. Evergreens in general fall prey to salt, although cryptomeria gets along nicely. "We'll be experimenting with different kinds of plants," she said.

Now that winter is at the door, the "public relations" planting has slowed down and the state landscapers are working on big roadside designs, like along Route 37. Mrs. Daniels is quite proud of having played a major part in laying out a \$144,000 contract for beautification of part of Route 95.

BUFFALO, N.Y.
COURIER EXPRESS

M-159,704
S-303,529

NOV 2 1967
Mails Seedlings

Rep. McCarthy Urges Tighter Billboard Curbs

Courier-Express Washington Bureau
WASHINGTON—Rep. Richard D. McCarthy hopes to reawaken Congressional interest in the highway beautification program by a novel method.

The Buffalo Democrat Wednesday launched, perhaps "sprouted" is a better word, a drive in support of the legislation that would provide for strengthened control of billboards along the nation's major highways.

From Nurserymen

McCarthy mailed to every member of Congress a Canadian hemlock seedling, supplied through the courtesy of the American Association of Nurserymen.

Accompanying the seedling was this message:

"In the year 2,000, the United States will have a population of 300-million people. What natural beauty the children of the 21st

Century may enjoy will be largely our determination now.

"It is my hope that this seedling will symbolize the concern of the 90th Congress for the preservation and restoration of the quality of living in this vastly endowed nation.

Important Step

"As an expression of renewed respect for our vanishing natural beauty, the Highway Beautification Act, S 1467, takes an important step toward the protection of those untainted stretches of federal interstate roadsides from the pestilence of man-made blight.

"Along with provisions for imaginative landscaping, rest stops, recreation areas, junk yard concealment and billboard control, this bill is an essential continuation in our legislative endowment to future generations where trees may be as precious as they may be rare."

MINNEAPOLIS, MINN.
TRIBUNE

M-234,045
S-663,102

NOV 3 1967

PLANNING UNIT ACTS

'Tough' Billboard Controls Backed

The Minneapolis Planning Commission revived a tough, seven-month-old proposal for sign control Thursday and approved it over the strong objections of industry spokesmen.

The proposed ordinance would ban advertising signs (billboards) and limit the size of business signs within 660 feet of freeways running through industrial and commercial districts. Billboards already are banned in residential zones.

Spokesmen for Naegle Outdoor Advertising Co., Inc., Richfield, claimed the commission, at a public hearing Feb. 16, had promised opponents of the measure prior notification of any further action.

Two subcommittees of the commission reported the proposal out Wednesday.

IT NOW will go to the Zoning and Planning Committee of the City Council, which meets Tuesday morning and is expected to take up another proposal banning billboards within 330 feet of freeways. That measure, co-sponsored by four aldermen, does not deal with business signs, which identify enterprises but do not promote any product.

The Planning Commission was not required to hear testimony on the proposal, but consented to do so. At one point, Alderman Richard T. Curtin, a cosponsor of the 330-foot ordinance, asked Merrill Anderson, Naegle's lobbyist, "How many signs are you going to put up in the next month or six weeks while you're stalling us?"

"I cannot give you an exact figure on that," Anderson replied.

ONE BILLBOARD has been put up east of Interstate Highway 35W near Lake St.

and another is being built by another sign company near 28th St.

The other opponents were former Alderman Bruce D. Pomeroy, also representing Naegle, and Norman H. Cruse, assistant secretary of the Minnesota Petroleum Council.

Pomeroy said, "The only reason you don't have representation from the unions is that they were not notified."

Commission Chairman H. B. Berman bridled under the criticism and remarked that the objectors "refuse to recognize" the public's disenchantment with signs.

Curtin said there is some support on the City Council for the 660-foot measure, which he favors, but he does not think it will pass.

There will be a public hearing before the Planning Commission on the 330-foot ordinance Nov. 30.

PARADE MAGAZINE -- DECEMBER 31, 1967



Q. At a time when the U.S. has a full-fledged war on its hands, when American boys are dying overseas, when the President has increased the draft calls, how can Lady Bird Johnson go to a boys' college like Yale and lecture the students on the beautification of cities. Surely the First Lady has a better sense of priorities. — Mrs. Robert Brodie, Greenwich, Conn.

A. There are indications that in the future Mrs. Johnson may confine her talks on beautification to women's garden clubs or audiences more interested in that particular subject.



MOTEL

News

Motel Association of America

Washington Report

S. COOPER DAWSON, JR.
CHAIRMAN
GOVERNMENTAL AFFAIRS

J. LINWOOD RICE
DIRECTOR

Vol. 16 - No. 14
October 1967

1025 Vermont Avenue, N.W.
Washington, D.C. 20005

Pulse of Washington . . . "No tax increase and cut spending" -- This message is coming to Capitol Hill from thousands of voters back home in all of the states. Congress is demonstrating that it is receiving the message loud and clear.

Public opinion, in the end, weighs heavily on the decision of the lawmakers. Congress is aware of the high cost of the Great Society programs.

The current stalemate between President Johnson and Congress has brought to an abrupt halt the honeymoon partnership of the "rubber stamp" First Session of the 89th Congress.

WHY Congress is protesting is best expressed in the words of Rep. Tom Meskill (R-Conn.) 'This rising inflation, the huge deficit looming ahead, the possibility of a tax increase, the fear of rising interest rates, are all what is behind this mood of protest in Congress. This mood reflects the conviction of members that the Government cannot continue its 'guns and butter' spending spree without grave threat to the national economy.'

Revision of Highway Beautification Act is forecast in a recent report from House Public Works Committee.

It was issued to accompany S-1467 that calls for \$85 million dollars to finance the operations of the Beauty Act for another year.

While the Majority (Democratic) members did not flatly suggest the law be revised they did show grave concern.

The statements show the persuasive influence that witnesses, including those for Motel Association of America, have had on the Committee.

Page 6 of the Majority Report says: 'The committee is gravely concerned about the potential adverse affect the law may have on motorist-oriented business and on recreational travel generally.'

'Many of these businesses are located away from industrial or commercial areas, and at considerable distances from interstate interchanges or from the primary system. As the act now stands they will have little, if any, opportunity to make their existence known to the traveller.'

'In addition to being potentially damaging to these businesses-- motel, hotel, restaurant, resort, tourist attraction, etc. --this law will also create a distinct inconvenience to the traveller and will probably seriously restrict his choice of these facilities available to him simply because he will have no way of knowing that many of them exist.'

'A great deal of persuasive testimony was presented indicating that this damage will occur, that it will be severe and in many cases may be entirely destructive.'

over

Two Ways on Billboards

County and state highway officials have good reasons for not wanting billboards to clutter the freeways. The signs are a detriment to safety and esthetics — obscuring the scenery and distracting drivers.

The county board's highway committee threatens to undercut the efforts of the officials. A truck firm that conducts some of its operations on land leased from the county applied for permission to sublease some of the land for a billboard site. The county public works director and freeway engineer opposed the deal, but the committee, by a tie vote, left the proposal alive.

Approving such a deal would place the county in the intolerable position of disapproving freeway billboards on the one hand and being a billboard landlord on the other. The deal is all the more dubious because the county board chairman is a director of the truck firm.

The highway committee can correct its mistake by decisively killing the billboard scheme next time it comes up.

Conference on Scenic Roads

CITIZENS ADVISORY COMMITTEE
ON RECREATION AND NATURAL BEAUTY

Mayflower Hotel, December 11-12, 1967 Washington, D.C.

Beer Ads or Beauty for the Freeways?

THE IMPRESSIVE freeway approach to downtown Minneapolis shown at the bottom of this page represents a \$6.23-million investment of public funds. For the 1.5-mile stretch of freeway north from E. Lake St., that is nearly \$800 per foot.

How does the public want this investment treated? Does it want the parkway-type appearance and the unrivaled vista to be protected? Or would it sooner look at beer ads and business signs?

Minneapolis residents will have a chance to express themselves on these questions at a hearing before the city planning commission at 3 p.m. today in Room 503 of City Hall.

The City Council appears to be favorably inclined toward control of billboards in the business districts where they would be allowed along the 50 miles of freeways eventually to be built in Minneapolis. The unresolved question is how stringent these controls are to be.

A proposal by four aldermen would prohibit advertising signs for one block on each side of a freeway. A planning commission proposal would ban such signs for two blocks along the freeways, and also would set size restrictions for on-premise business signs.

The business sign limits are important. Without them, business-location signs could be placed on a roof to a height of 35 feet, or could cover an entire building wall. The planning commission proposal would restrict the size to 200 square feet or 5 per cent of the wall area and would allow them only when mounted against a wall.

The planners are not alone in wanting to preserve esthetic qualities along the freeways. The Minneapolis Chamber of Commerce, Downtown Council, Junior Chamber of Commerce and Minneapolis chapter of the American Institute of Architects all favor one or the other of the two proposals. We hope the general public adds its voice this afternoon.

THE ARIZONA REPUBLIC

Sunday, December 17, 1967 (PHOENIX) (Section D) Page 1

Out of the Past

Roadside Rests Nothing New

By BEN AVERY

Arizona's current \$10 million-plus roadside rest and beautification program is an up-to-date refinement of territorial road building practices.

In territorial days, when the first roads were authorized by the legislature, construction was accomplished either by

the Army or by private companies which operated the byways as toll roads.

The toll road franchises required the drilling of water wells at convenient locations where travelers and their animals (vehicles were horse, mule or ox drawn in those days) could camp and rest. The laws stated that travel-

ers afoot did not have to pay the toll, but were entitled to use the facilities.

THE ARMY roads generally provided similar facilities as a matter of necessity.

D. Wayne Branch, principal architect in charge of today's roadside rest program, said 33

(Continued from Page 1-D)

pairs of rest areas are being built along interstate freeways.

The federal government pays 95 per cent of the cost under the highway beautification act and will share in the maintenance.

Five of the areas are either complete or partially complete, Branch said, and 10 are in process of being designed.

The rest areas include wells for drinking water, flush toilets, paved parking areas and ramadas for picnicking. All structures are of modern design and bulletin boards and other displays provide information for travelers. Major areas will have a caretaker to keep them clean, maintained and to keep down vandalism and other unlawful acts.

THREE PAIRS of the new areas are on Interstate 10 across Southern Arizona. One is just east of San Simon near the New Mexico state line, one is west of Benson in Cochise County and another is at Ehrenberg on the Colorado River.

One pair will be located on

Interstate 8 west of Sentinel in Southwestern Maricopa County.

Two pairs will be located on Interstate 40, one near Lupton close to the New Mexico border in Apache County and the other between Winslow and Holbrook in Navajo County.

Branch said the work would move much faster except that

the department now has to spend about \$250,000 annually on littering and vandalism.

AIV Withholds Sign Ban Action

Both Sides Make Pitch
for Support by Business Organization.

(Vermont Press Bureau)
MONTPELIER — Directors of the Associated Industries of Vermont Wednesday received an earful about billboards, but didn't take any official stand on a plan to ban them.

Rep. Theodore M. Riehle Jr., R-11-2, of South Burlington, prime architect of the anti-billboard proposal, gave his pitch for a state tourist information system to replace billboards during an AIV meeting here.

Presenting counter arguments was Atty. Henry S. Black of Wilder, chief lobbyist for the billboard industry.

Riehle's plan would do away with all billboards, and replace them with state-owned highway directional signs. To prevent a clutter of these signs, sign plazas would be constructed where necessary.

In addition, the state would expand its current tourist information guide, erect new tourist information centers at key highway locations and institute a round-the-clock statewide telephone information system.

The bill would also regulate on-premise signs, limiting a business to 400 square feet of signs located within 100 feet of the business activity or its entrance.

The billboard industry, according to Black, opposes various sections of the bill for various reasons. Among them are:

— No provision is made for compensation to sign owners

once they are forced to remove their billboards.

— It would destroy a legitimate business.

— Signs would actually proliferate because each business serving the traveling public would be allowed four directional signs.

— It would promote the growth of government bureaucracy.

— After the 1969 deadline for removing certain billboards, 60 per cent of the current crop would come down so why not wait and see what effect current law has.

— There may be constitutional violations in the bill. Black and Atty. Edson McKee of Montpelier, also a billboard lobbyist, maintain that the industry should be allowed to erect signs in areas designated for commercial or industrial use.

Riehle contends that the industry has existed only because the state allowed it to; that the state isn't under legal obligation to compensate the sign owners; that there are no constitutional questions; that government won't grow because of the bill, and that the state's recreation industry will suffer unless scenery pollutants like billboards are removed.

The billboard ban legislation has picked up considerable public support. Riehle has toured the state talking with any group willing to listen, and he has received many endorsements.

He has pushed for non-partisan support, and is receiving it.

Last month Gov. Philip H. Hoff wrote this to a friend who had inquired about the bill:

"Ted Riehle has done a top notch job on this bill and I am convinced that it will pass."

PHILADELPHIA, PA.
INQUIRER

M-517,229
S-943,731

NOV 14 1967

The Passing Scene

Billboard Fans And Lady Bird

By ROSE DeWOLF
Of The Inquirer Staff

THEY figured Lady Bird would be all tied up with the wedding and everything so they didn't invite her to the party at Audrey Sabol's house. They did extend an invitation to her to send a representative but they never got a reply. They were not surprised.

The party, you see, is in honor of a billboard. And Lady Bird Johnson just hates billboards. In fact, Lady Bird is chief in charge of the campaign to eliminate billboards from public roads. Lady Bird calls that "highway beautification."



ROSE DeWOLF

If Lady Bird got her way, every billboard in America would be torn down.

What a bore.

You have probably guessed that there is in Philadelphia a small group of people who really like billboards. (Besides the people who make a living selling them, that is. Those people don't count.)

Like Bob Venturi. Bob is an architect from Chestnut Hill and president of the "Society to Preserve Our Billboards." (The society is very small . . . only Bob and his wife . . . but it is dedicated.) Bob goes around the country giving lectures on architecture and he usually includes a plug for billboards.

"A highway without any billboards could be so boring it would be dangerous," Bob says. "I don't favor closing up all the scenery with advertising as has been done in some places. Billboards should be regulated. But the idea of eliminating them is hopelessly old-fashioned."

"The truth is, we don't contemplate scenery the way our grandfathers did. We don't walk past it. We drive past it at 65 miles an hour. And hour after hour of fields and trees is boring. A billboard becomes a welcome distraction."

BOB VENTURI thinks billboards are modern folk art. He thinks they are as much a part of our scene as the hieroglyphic inscriptions on walls were to ancient Egypt. (Can't you just picture the museum-goers in a thousand years or so gaping in awe at a billboard?)

Take that, Lady Bird.

It is just as hard to imagine a world without billboards. The Atlantic City Expressway is a case in point. The Expressway Authority is very pious on the subject of billboards. It won't permit one of those terrible things to sully the expressway landscape.

A businessman who owned property near the expressway erected a billboard tall enough to be seen by expressway users even though it wasn't actually on the highway itself. The authority sued him to make him take it down, but lost.

Anyway, you would get the idea that the authority opposed billboards.

But not so fast. How do you think the Expressway Authority advertised the expressway? It rented billboards on every road leading to it. It had billboards all over the place.

A few billboards on it wouldn't hurt that expressway. The most exciting thing on it now is the direction to "keep left."

But back to the party . . . Audrey Sabol's party to which Mrs. Johnson is not sending a representative.

It is going to be Thursday night in Villanova. Audrey and her friend Joan Kron are doing Bob Venturi one better. They not only want to save billboards, they want to have a say about what goes on them. (Their group is called "Executive Board for Art in the Open" . . . its membership is also quite small.)

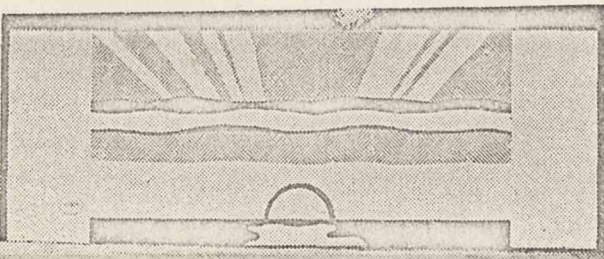
They want to put art on billboards. They want billboards to become a great outdoor art show. It's been done elsewhere. The Art Council of Wales has commissioned artists to paint billboards there.

NEW YORK artist Geoffrey Hendricks rented a billboard himself and painted it with clouds and sky. That's all . . . clouds and sky. It was very nice.

Audrey and Joan asked "pop" artist Roy Lichtenstein to design an "art" billboard as a model. The billboard was set up in Audrey's backyard.

And they have invited city planners, advertising people, beautification backers and what have you to come look at it Thursday. It is a picture of a sunset.

If we can't get rid of billboards, if we don't even



SUNSET: BILLBOARD BY ROY LICHTENSTEIN

really want to get rid of billboards, maybe we should just improve the billboards we have?

Why not a nice art show on them once in a while? Why not convince art patrons to sponsor "outdoor exhibits?" Why not have advertisers putting up "arty" messages?

Why not?

Ladybird could even use them to advertise "beautification."

PORTLAND, ORE.
OREGON JOURNAL

E-150,532

SEP 4 1967

Navigating Without Beacons

There's a joke, as old as a Stanley Steamer, about the motorist who asks a farmer for directions and is told, "You can't get there from here." But it's no joke to be trying to navigate a high-speed interstate freeway without adequate guidance, and the federal highway authorities have adopted a rule which makes it harder to find out where to go.

Along with the "gas, food, lodging" markers along the super roads, Oregon used to add "visitors' information" to let the traveler know that by taking a given exit and following the signs he could find out about points of interest. It was helpful in planning a vacation in Oregon.

But the Bureau of Public Roads told this state to take down the signs or lose its federal highway money. It was in violation of its regulations, the agency decreed.

The order was an understandable disappointment to our Chambers of Commerce that had set up impressive standards to qualify visitors' information centers to give the advice on the whole state, not just a small region.

Today there is thought to be only one of the signs left on a freeway and it, near Grants Pass, is geared more to the Redwood Empire, mainly in California, than to Oregon.

Highway Commission Chairman Glenn Jackson is trying to persuade the federal agency to reconsider and we commend his efforts. A simple sign along with "gas, food, lodging" provides a service to the traveler and should be permitted on our freeways.

KAUAS CITY, MO.
STAR

E-337,733
S-399,319

SEP 6 1967

BIG GAP BETWEEN LAWS AND ACTION ON ROAD BEAUTY

TWO years ago, when the Congress approved Lady Bird Johnson's highway beautification act, there was national rejoicing in many quarters that at last the billboards would come down, the junkyards would be removed or screened and that roadside right of way would bloom with trees and shrubs. As it turned out, the jubilation was premature.

In the interim, the powerful billboard lobby and its allies have exerted tremendous pressure to kill the federal legislation or, failing that, to water it down to a level where it would have little meaning. To a great extent, the lobby has been successful.

The bill will stand, as written. But the enforcement provisions, which will be administered by the new Department of Transportation, are being steadily weakened. DOT has said it will go along with state zoning laws which can be written in such a way as to permit billboards in many rural areas. This means that a different standard will be negotiated with each of the 50 states. No single national yardstick will apply.

At this point, it is impossible to foresee how extensive the damage will be. It is not too early to say that the billboard lobby has won a significant round. Undoubtedly, some signboards will come down, but no one can predict how many, or when.

In the meantime, the Senate has appropriated 85 million dollars to keep the beautification program alive. Some wanted to defer all financing indefinitely, but that move was interpreted as a not-so-subtle device to kill the program. If the House concurs, the 85 million dollars would provide 5 million for billboard control, 10 million for the junkyard program and 70 million dollars for landscaping along the roads.

We agree with Sen. John Sherman Cooper (R-Ky.) who observed after the debate:

"We kept it alive and that's all it amounts to. If you postpone it now, it may never be brought to life again."

The roadside clutter of the motor age has taken on a devastating toll of the natural beauty of America. The federal law, adopted by Congress in 1965, represented a major compromise and now even those provisions will not be fully enforced. But the program is still alive, and there is always the hope that some gains, limited though they may be, can still be made.

Head of Motel Group Would Back Billboard Bill if 2 Changes Made

Free Press Capitol Bureau
MONTPELIER — The strongest opponent of a bill which would ban billboards along Vermont highways apparently did an about face Tuesday and gave his conditional support to the proposal.

Col. Robert J. Gilroy, director of the Green Mt. Motel Association and chairman of its legislative committee, said in a letter that his association would back the bill if two changes were made in it.

Col. Gilroy's letter, stating his change of stand on the bill, was sent to Rep. Theodore M. Riehle Jr., R-11-2, of South Burlington.

On receiving the letter Riehle said the two proposed changes would not "water down" the bill and would in his opinion strengthen the bill.

"This conditional endorsement is frankly the best single piece of news I have received since I have been working on the proposal and I will certainly very strongly recommend Col. Gilroy's suggestions be incorporated in the bill."

The proposed piece of legislation would ban billboards and signs along Vermont highways and would replace them with a series of state-owned directional signs. It would also provide for tourist information centers, guide books and a Watts telephone service through which tourists could telephone for information.

The two changes requested by Gilroy are that the information centers, guide books and Watts line be the responsibility of the Vermont Development Department and that they be planned for, programmed and paid for from funds allocated to that department.

The colonel also asks that the responsibility for the

administration of the bill remain with the Secretary of State.

He suggested that the Travel Information Council which would enforce the bill should function as an advisory board to the Secretary of State.

Gilroy told Riehle in the letter, "please be assured that if the foregoing can be accomplished both the Green Mt. Motel Association and the Tourist Bureau of the Greater Bennington Association will not only withdraw their objections but will favorably endorse your bill."

Riehle stated, "in my opinion the Colonel's proposals will strengthen the bill and clear up several gray areas. It will also provide, perhaps, for more fair treatment to the small motel owner."

Riehle said the Legislative Council Committee on Outdoor Advertising had finished its work but as a member of the House Committee on Natural Resources he would strongly recommend the proposed changes.

Sign Industry Will Oppose Any New Billboard Controls

The sign industry Tuesday cited a toothless federal beautification law in an attempt to block new proposals to restrict billboards in Minneapolis.

In a preview of an expected all-out legislative fight, industry supporters told the Minneapolis City Council's Zoning and Planning Committee that any new restrictions would be economically harmful, discriminatory and contrary to the 1965 Highway Beautification Act.

The committee responded by agreeing to a long-sought industry goal—representation on a special committee that is to discuss the proposals before they come up for public hearing Nov. 30.

ONE IS an amendment to ban billboards within 660 feet of freeways. The other, sponsored by four aldermen, would ban them within 330 feet.

Both were attacked by

Brown Bolte, a New Yorker who formerly headed a large advertising agency and now is chairman of the National Institute of Outdoor Advertising.

The proposals are "diametrically opposed to the law as it is written and to the intent of Congress," said Bolte, who said he appeared on his own. He was introduced by Merrill Anderson, lobbyist for Naegele Outdoor Advertising Co., Richfield.

ANDERSON TOLD the committee that any straight prohibition would violate the so-called "Ladybird Act," which states that controls must be consistent with "customary use." The industry interprets that to include its own standards, as well as the city's ordinances.

The federal act bans billboards within 660 feet of freeways in residential zones and specifically permits them

in commercial and industrial zones.

However, city ordinances extend the ban to limited business zones and most of downtown Minneapolis.

The original federal act also provided that states which did not put the restriction into effect by Jan. 1 would lose 10 per cent of federal funds for freeway costs.

HOWEVER, this coercive feature has long since been scuttled and the \$5 million appropriated for sign control in 1968 is a small fraction of what the cost of actually applying the controls would entail.

What remains of the original act is local responsibility for sign control under the "customary use" provision.

The special committee consists of Alderman Albert J. Hofstede, chairman; three representatives of the sign industry and its supporters; Sol Jacobs, supervisor of building inspections; Wallace Thometz, the Downtown Council; William Holbrook, Planning Commission; Ed Peterson, Council of Community Councils, and Mrs. Magnus Olson, Committee on Beautification.

During the discussion before the committee, Jacobs handed a note to the planning staff. It reported that a Hamm's Beer sign beside Interstate Hwy. 35W at Lake St., is nine feet higher than allowed by its permit. That sign set off the current effort to enact freeway controls.

The Billboard Muddle

Washington State's billboard controversy has reached a stage that could be considered comical if its long-range implications were not so serious.

For several years the billboard industry has fought this state's Highway Advertising Control Act of 1961, which among other things severely limits the number of billboards permissible adjacent to interstate freeways.

The billboard bunch lost its challenge of the act in Thurston County Superior Court. One month ago, it argued its case on appeal to the State Supreme Court.

MEANWHILE, the state must remove a number of billboards along the interstate system by December 31, to comply with federal billboard legislation and to qualify for a \$1 million federal bonus.

With the questionable approval of both the state and federal governments, the billboard firms have either blacked out or blanked out advertising messages on, at last count, 13 of the 37 boards in the state affected by the federal standards. The basic structures of the billboards have been left intact and they remain standing.

Under provisions of the state law, more than 700 signs would have to

come down. Of these, only 470 are billboards.

What all this amounts to is that the billboard industry technically is meeting requirements of the less restrictive federal law — although one could argue that merely blacking out or blanking out advertising messages fails to meet the spirit of the law — while continuing to ignore requirements of the state law.

BILLBOARD SPOKESMEN contend that they should not be compelled to remove signs under provisions of the state law, until the State Supreme Court rules on their appeal from the adverse Superior Court decision. The industry is seeking an injunction against the state's removal of interstate billboards, pending determination of the case. A hearing on the matter has been scheduled for tomorrow in Thurston County Superior Court.

The billboard muddle could be cleared up swiftly by a State Supreme Court ruling on the constitutionality of the state statute. The justices have had more than a month to mull over the issue and it seems to us this is time enough.

It's our hope that the state's billboard law will be upheld and that the state then will get on with the job of sign removal, including removal of those farcical, blacked-out signs. They are as much, if not more, of a distracting blot on the landscape as those which carry advertising messages.

Pressure by Billboard Industry:

Death of Highway Beautification Program Seems Near

By CASPAR WEINBERGER
California has a substantial stake in the highway beautification program now working its way slowly through Congress. There are three parts to the program that bought nearly \$12 million to the state from the federal treasury in the fiscal year which ended June 30.

All three programs expire on that date, and since then, Congress has been dealing with the question of their renewal in desultory fashion. The Senate, at the end of

August, passed a bill to continue the programs one more year. Earlier this month the House Committee on Public Works favorably reported that bill to the House, but most observers feel it will be touched-and-go for the measure when it reaches the House floor.

The three programs, established in 1965, deal with the problem of "junkyards," "scenic enhancement" along the highways supported by federal

funds, and the regulation of billboards.

Oddly enough, the program that costs the most, scenic enhancement, and which brought \$11,200,000 out of the \$11,861,000 appropriated to California for the three programs, seems to have the least opposition.

The billboard control section from which we received only \$83,000 and for which only \$2,700,000 was appropriated for all of the states, appears to be the principal obstacle to rapid enactment of the bill con-

tinuing the program, another year.

California is one of the states that has passed enabling legislation for all three parts of the program, but thus far only five smaller states have taken the second step and entered into the required agreement with the federal government on such matters as the interval between billboards, how they are to be lighted, standard sizes, etc.

Part of the problem of se-

curing congressional approval to renew the program appears to be a major struggle between the conservation lobbies and the billboard industry. The latter of course contends that the standards the federal government is seeking to have embodied in contracts with the states would force elimination of so many billboards that numerous businesses supported by the highway traveler would fail.

But conservation groups on the other hand, instead of sup-

porting the bill, are trying to secure elimination of the provisions that require compensation be paid to owners who are forced to remove billboards banned by federal standards.

Thus, as the Congressional Quarterly has reported, extension of the highway beautification program was virtually without supporters, and this made it easier for the billboard industry to block the extension bill.

The Senate, after it passed

the measure, authorized appropriations of \$85 million, a substantial reduction from the \$142 million made available last year.

While it is an administration bill, that no longer is a guaranty of favorable congressional action. It is late in the session and, with the sur-tax demands of the President being resisted by strong congressional demands for expenditure reductions, the extension measure seems doomed.

This means that next year it will be more difficult to reenact beautification for outdoor advertising control measures because by then the existing programs will have been ended for more than a year. and, in all likelihood, the price of enactment of a new program will be a congressional direction to the Bureau of Public Roads to mitigate the strict standards of billboard regulation it has required the states to follow.

75 Per Cent Favor Billboard Limits

BILLBOARDS SHOULD BE KEPT at least one block from the freeways in the Twin Cities area, in the opinion of the majority of the persons interviewed in a Minneapolis Star Metro-Poll survey.

Out of a sampling of 600 people, 75 per cent said they favor a law prohibiting billboards from being built within one block on each side of the area's freeways. Thirteen per cent oppose such a law; 11 per cent had no opinion, and the remaining 1 per cent gave answers not responsive to the question.

THE MINNEAPOLIS STAR METRO- POLL

A great part of the opposition to billboards is based on a concern about safety and convenience in driving, although some object to them as distractions to the beauty of the roadway.

With percentages based on all persons interviewed, the reasons for favoring a one-block restriction on billboards break down as follows:

Billboards distract drivers and therefore are dangerous..	34%
Billboards block scenery and clutter the countryside.....	24
Billboards are ugly and in poor taste; eyesores.....	16
Billboards obstruct one's view, blocking road signs, entrance and exits, make it hard to see other cars.....	13
There's already enough advertising on TV, on the radio and in the papers; they can advertise somewhere else	6
Favor restrictions on billboards, but can't explain why..	1

The percentages add up to more than the 75 per cent who would favor restrictions because some people gave more than one reason why they would want billboards restricted.

Again, based on all persons questioned, here are the reasons the 13 per cent have for opposing a measure to restrict billboards:

Billboards provide entertainment while riding; they are fun to read	4%
Billboards represent free enterprise; they don't harm anyone	3
They are good for business; there is a solid economic reason for advertising	3
Billboards give information on food, lodging and gasoline stations	2
Billboards industry provides jobs.....	1
Would oppose restrictions, but can't explain why.....	1

Here again, some of the 13 per cent who would oppose a restrictive measure against billboards gave more than one answer.

The opinion that restrictions should be placed on billboards held at approximately the same level—75 per cent—through such categories as age, place of residence and income.

Eighty-five per cent of the persons with a college education were in favor of restrictions, 10 percentage points above the survey level of 75 per cent.

Only 26 per cent of the persons interviewed said they used freeways very seldom. Forty-three per cent said they used them regularly, 28 per cent occasionally, while the remaining 3 per cent had no opinion or gave unresponsive answers.

Proportionately more regular freeway users, the survey shows, live in the suburbs: 57 per cent of the suburban people interviewed said they drove over them regularly. In Minneapolis, 26 per cent said they were regular users, while in St. Paul the figure was 41 per cent.

Concern with highway safety evidenced in the question on billboard restriction is given additional emphasis by the almost unanimous belief that, when the freeway system is completed, traffic will move at a faster and heavier pace than it does today.

Ninety per cent of the people involved in the survey thought traffic would move faster; 6 per cent did not think so; 3 per cent had no opinion, and 1 per cent gave an unresponsive answer.

Asked if they thought the number of cars driven into the downtown areas of Minneapolis and St. Paul will increase once the freeway system is finished, 54 per cent said they thought so, while 35 per cent didn't think there would be more traffic downtown. The rest were undecided.

And if the numbers of cars do increase, how much will the increase amount to? Asked this question, 31 per cent said the increase would mean a great many more cars; 21 per cent said only a few more, and 2 per cent had no opinion. This adds to 54 per cent the number of persons who answered that they believed there would be an increase.

So the consensus seems to be that as the freeway system comes into its own the number of cars will increase, perhaps by a considerable number, and that they will be moving at a faster speed.

MINNEAPOLIS

STAR

45 Freeway Billboard Requests Turned Down

By AL WOODRUFF
Minneapolis Star Staff Writer

Two outdoor advertising companies applied Monday in the Minneapolis building inspector's office for permits to erect 45 billboards or roof signs along freeways and other limited access highways in the city.

The applications were rejected by Donald Erickson, city building inspector. The permit applications were filed by the Naegele

Outdoor Advertising Co. and the Meyers Outdoor Advertising Co.

The rejections were made under the provisions of a billboard ordinance passed last Friday by the City Council banning billboards within 330 feet of freeways or limited access highways.

It was expected that the city's refusal to grant the permits would be used as the basis of a lawsuit seeking to force Erickson to issue the permits.

The Naegele firm applied for 42 permits in various parts of the city zoned commercial or industrial. All of the locations are within 330

feet of existing freeways or proposed freeway locations, Sol Jacobs, supervisor of inspections, said.

The Meyers firm applied for permits to erect roof advertising signs on three locations which would be within 330 feet of parts of Interstate 94, now under construction.

Jacobs said that the signs would have been permitted under the old ordinance because they had met all the zoning requirements, but they do not meet the requirements under the new ordinance.

Technically, the new ordinance

is not in effect until it is signed by the mayor and officially published. Mayor Arthur Naftalin is in Washington and will not return until Wednesday.

Until the billboard ordinance is formally processed, a "hold order" has been placed on all billboard construction within the 330-foot limit, and no permits are being issued until the ordinance goes into effect.

Alderman Dan Cohen, president of the City Council, said he would instruct the city attorney's office to fight the matter in court should a lawsuit be filed against the city.

Press Intelligence, Inc.
WASHINGTON, D. C. 20001

Front Page 15
Other Page

GREENSBURG, PA.
TRIBUNE-REVIEW

D-23,979

JAN 11 1968

Billboards: Aesthetics Is The Issue

Medill News Service

WASHINGTON — Highway billboards — a necessary diversion or a distracting blight?

Safety experts and advertising executives tell it both ways.

Some claim billboards along the open road relieve "highway hypnosis" by allowing drivers to divert their attention from the monotonous road.

Opponents charge that billboards not only clutter the roadside and detract from scenic beauties, but also can cause drivers to fail to pay enough attention to their driving.

BOTH SIDES have sponsored research on the question — and most studies have substantiated the viewpoint of the group which financed it. As Mrs. Virginia Wayland of the Auto Industries Highway Safety Commission says: "There are no definitive statistics."

The Highway Engineer of the Automotive Safety Foundation, Woodrow Rankin, adds that none of the studies have gone far enough to prove that highway billboards alone are or are not directly involved in traffic safety.

But a New York City consulting engineering firm (Medigan-Hyland, Inc.) in a study of accident records on the New York State Thruway found that "advertising devices are a factor in accidents principally because they distract the motorists' attention."

The report described "a pattern of substantially more 'driver inattention' accidents in all areas where motorists were exposed to advertising devices than in areas where no such devices existed."

Safety experts have criticized this report, saying that no other criteria were used in the study. They noted that most billboards crop up in interchange areas which are particularly accident prone anyway because of the large amount of lane-switching and speed changes.

ANOTHER study by an Ohio State University team concentrated on the highway billboards themselves. Researchers found that a typical highway sign diverts a driver's attention for 10 seconds. At 60 miles per hour, a car travels 880 feet in that time.

"This is dangerous in an interchange area where billboards tend to cluster," according to the Director of the Highway Department of the American Automobile Association, Charles Brady.

Brady adds that if billboards are to be effective, they must take attention away from driving. If attention is diverted from driving, especially in urban areas, you create a safety hazard.

But William Watts, assistant to the president of the Outdoor Advertising Association of America, Inc., on the other hand, says that creative billboards aid drivers and do not detract from scenic travel.

And Watts points out that major outdoor advertising firms have supported federal and state billboard control acts "to promote the orderly display of outdoor advertising."

The disruptive effect on driving of highway signs is still a question. In a recent Ohio State Supreme Court decision the court ruled that billboard cluster invariably hampers drivers' ability by distracting their attention.

And George McInturff, chief of outdoor advertising control for the U. S. Bureau of Public Roads, agrees.

"Under the Highway Beautification Act of 1965 we are negotiating with each state for signs which will be safe," McInturff said.

EIGHT states — Kentucky, New York, Connecticut, Rhode Island, Vermont, Virginia, Hawaii, Minnesota — and the District of Columbia have already joined in a state-federal cooperation to ease what has been called billboard blight. Negotiations with 30 other states are underway and the Bureau eventually hopes all 50 states will subscribe to the billboard limitation.

Riehle, Motel Owners Near Truce On Signs

Green Mountain Association Members Hear Sponsor of Bill.

By HOWARD COFFIN

MANCHESTER — (Special) — Rep. Theodore N. Riehle, R-11-2, of South Burlington, told the Green Mountain Motel Association Thursday, "I know how you're going to vote on this bill, and it won't be for me."

But by the end of a three-hour meeting at the Colburn House here, there seemed to be at least a glimmer of hope that what has become known as the "Riehle Bill" might yet receive the support of the G.M.M.A.

But association members made it clear that some changes must be made in the bill, which is now in its tenth draft, if it is going to get their stamp of approval.

Riehle came to the confrontation well-armed. He had his well-rehearsed spiel supporting his anti-billboard bill and he had state Republican Committee Chairman Elbert Moulton.

The spiel went over well as several association members admitted after listening that "the bill isn't as bad as we thought."

And Moulton did his part by speaking "as a citizen of Montpelier" to say that he strongly supports Riehle's proposed legislation.

Though there were about 20 persons in attendance, most of the session was taken up with a verbal exchange between Riehle and Col. Robert J. Gilroy of Bennington.

Gilroy was unquestionably the strongest opponent of the bill present Thursday.

But his opposition didn't truly reflect the sentiments of his fellow association members.

Near the end of the session, after Moulton and Riehle were well on their way home, he asked that the association pass a resolution stating opposition to the bill in its present form.

But his fellow members quickly pointed out that the association has been on record for some time opposing the bill. They refused to restate their stand, choosing to wait about making a final decision on their official and final position until Nov. 30, when once again they will hear Riehle.

At that meeting, scheduled for the Mendon Pico Motel in Mendon, they will take a final vote.

The outcome probably hinges on how closely Riehle incorporates their suggestions into his bill before that meeting.

Riehle promised Thursday to reword the bill.

He said the bill will have the advantages of promoting highway safety and tourism and preserving scenic beauty.

His bill includes the following:

— Establishment of a state

directory that would list all tourist attractions and accommodations.

— Create a "Watts telephone system" whereby anyone could dial free of charge a central state office and be provided with tourist information.

— Build information centers at the major highway entrances to Vermont.

— Ban all off-premise, privately owned outdoor advertising signs.

In lieu of the signs, the state would put up directional and informational signs.

Gilroy and his comrades had two major objections to Riehle's bill.

First, it contains no criteria and specifications.

Second, it charges \$50 for each state-installed sign advertising a privately owned establishment.

Riehle told the association that he had left specific standards out of the bill "for the benefit of the hotel people."

He also said that since they aren't opposed to criteria, he sees no reason why they can't be included in his bill.

He explained his reluctance to include specific standards by saying that if they are included, it will take an act of the Legislature to change them.

His plan, as it stands now, is to establish a "representative" committee to set standards for his legislation.

Gilroy spoke for the association when he asked that standards be included, saying: "We won't buy a pig in a poke."

Gilroy opposed the \$50 charge for state signs saying it was "open-ended" and was perhaps "too much."

He expressed the fear that the Legislature might at some date raise the proposed fee.

Some of the association members felt that \$25 might be a more "reasonable charge."

Gilroy also said he wants to see guaranteed compensation

for signs taken down by the state in the bill.

It presently reads that compensation will be made as federal funds are available.

One member, Franklin A. Riley of Bennington, said the \$50 charge "would not be excessive."

Gilroy and others also said that the informational signs the state, under the bill, would erect to advertise businesses, should be at least 14 inches by three feet in size.

Riehle has been displaying a model sign about half that size.

Gilroy also found criticism with the proposed directory: "I don't think we need it. People should get such information before they arrive in the state and you (Riehle) propose to distribute it in the state."

He also said, "You say it would be free. But we've found out that nothing is really free."

Moulton came to the defense of the directory, saying: "Of

course it would be the plan to distribute them throughout the country."

Gilroy also assailed the proposed "Watts" phone system, saying, "I can't envision a staff adequately trained to adequately answer the questions tourists would ask."

He also said that hotel and motel owners are now doing the job of providing tourist information "free of charge" although he said the restaurants "don't always do their part."

Moulton, former head of the state Development Department, defended the phone system saying "after seeing how successful our telephone foliage informational setup worked out, I can't help but endorse this proposal."

Gilroy also called for a specific phase-out period for signs that would have to come down under the bill so "the people who will become more

Gilroy Heads Opposition, But Admits Idea Is 'Terrific.'

legs on the centipede of bureaucracy will have guidelines."

But Riehle found hope in such comments as "I think we're beginning to see eye to eye", and "we're closer on this than I thought" that kept popping up all afternoon.

He wasn't around to hear Gilroy say at the meeting's end, "The concept of this thing is terrific."

And he wasn't there to hear another member say, "You know, if he makes some of these changes, we might be well off to support this bill."

Riehle wasn't there because he had driven down to Manchester with Moulton who had to rush off "to wave the elephant flag."

Form FH-14
(4-67)

U.S. Dept. of Trans. DATE

TRANSMITTAL

TO: Office of Fed. Hwy. Washington, DC

FROM: Vermont Montpelier

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☐ RETURN WITH MORE DATA

☐ NOTE AND SEE ME ABOUT

☐ PLEASE ANSWER

☐ PREPARE REPLY FOR MY

☐ TAKE APPROPRIATE ACTION

COMMENTS:

ATT

Mr. Fred. L. Hwy. Beau

Senate GOP Solidly For Riehle Bill

By FRED HAMILTON
(Vermont Press Bureau)

MONTPELIER — The "Riehle bill" to ban off-premise, privately owned billboards is being lined up for quick passage by Senate Republicans who hold a 3-1 majority in the upper house.

The 22 GOP members of the Senate have already pledged their support to the legislation, which was passed Friday by the House after three days of grueling debate.

Just how clear the party lines are being drawn became evident Wednesday when the Republican-stocked Senate Conservation and Development Committee gave the bill a favorable report.

The vote was 4-1 with the only Democrat on the committee — Sen. Charles L. Delaney, D-Chittenden - Grand Isle — turning down his thumbs.

It was also Delaney who voted for 11 of 12 amendments that the committee brushed aside as fast as they could be read. Republicans opposed them all.

The amendments were offered by lobbyists and House legislators.

Committee Chairman Daniel B. Ruggles III, R-Washington, a GOP candidate for lieutenant governor, copied the amendments down as the legislators and lobbyists read them off.

Billboards

(Continued from Page One)

vation and Development Committee this way:

"The bill was badly battered before it got to us, but I think we can live with it."

Another committee member, Sen. Walter H. Wheatley, R-Orange, said he voted for the bill only because it would first be initiated as a "pilot project in Highway District 2" (Windham County and the southern part of Windsor County).

"We can change it later if it doesn't work out," Wheatley said.

"I know it'll be changed," replied another committee member who voted for the bill, Sen. Donald S. Arnold, R-Windsor.

Delaney and Ruggles said they would explain their votes on the floor of the Senate.

Also expressing some discomfort with the "Riehle bill" was Sen. Dorothy P. Shea, R-Washington.

Mrs. Shea said she had "some questions" about the bill and added that "I can't be cornered into voting by anyone."

The next hurdle for the "Riehle bill" is the Senate Appropriations Committee, which will be handed the legislation Thursday.

All six members of the Appropriations Committee are Republicans, headed by Sen. Edward G. Janeway, R-Windham.

Senate President John J. Daley of Rutland said Wed.

Form FH-14 (4-67)	U.S. Dept. of Trans. Fed. Hwy. Adm.	DATE Feb. 29, 1968
TRANSMITTAL SLIP		
TO: Office of Fed. Hwy. Administration Washington, DC.	REF. NO. OR ROOM, BLDG.	
FROM: Vermont Division Montpelier, VT.	REF. NO. OR ROOM, BLDG.	
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COMMENTS:		
<p align="center">ATTENTION</p> <p>Mr. Fred S. Farr Hwy. Beautification Coordinator</p> <p>Please Put in Scrapbook</p>		

* GPO : 1967 O-262-2

...partisan measure. The Democratic caucus split on the bill, and the key men are trying to hold in line as many members as possible.

The Republican caucus supported the measure early this year, but there has been growing dissent from the conservative faction in the party.

To date, however, there has been no change in party support.

While there were no opposition votes cast at the AIV directors' meeting last week, several businessmen abstained from taking a stand.

The AIV position was that industry wants to see a tough bill passed this year, and all attempts to water it down or throw it out for study be defeated.

The House Ways and Means Committee, or rather a majority of the members unwittingly tacked on an amendment

(See Page 10: Billboards)

Billboards are licensed. This year, this meant the program couldn't start for five years — ample time for the billboard lobby to get the law cut to pieces or get it repealed.

House Appropriations Committee members knocked this amendment out of the bill last week, thus strengthening it, but they retained a provision that allows businesses to put up signs 1,500 feet from their place of business or the entrance to it.

AIV's support is conditioned on several provisions:

— They want the program self-liquidating, that is, the users of the state-owned highway directional signs should pay the full cost and not depend on any state subsidy.

This is envisioned in the concept of the bill.

— Private enterprise, instead of the state, should erect the signs under strict supervision. The bill would allow this, leaving considerable flexibility with the Travel Information Council and the Highway Department.

— Agriculture signs should conform to state sign standards.

The bill would eventually wipe out all commercial billboards in the state and replace them with a system of state-owned highway directional signs and sign plazas.

**RUTLAND DAILY
HERALD FEB 27, 1968.**

Rutland, Vermont

Submitted by: **A.R. Purchase
Division Eng.
Montpelier, VT.**

billboarders searched for more votes to shore up their positions for Thursday morning's battle.

The three roll call votes were on the following issues:

— Proponents of the bill defeated, 76-67, a move to tack on a House Ways and Means Committee amendment dealing with exemptions for agricultural signs.

Rep. Theodore M. Riehle Jr., R-11-2, of South Burlington, chief architect of the bill, said that because the amendment would allow violations of federal laws, it would be illegal.

Twenty-seven Democrats and

Highway Beautification

The necessity for protecting and enhancing the natural beauty that exists along our Nation's highways has been recognized for a long time by conservation and civic groups, highway users in general, and by highway administrators. As early as 1932, a joint committee of the Highway Research Board and the American Association of State Highway Officials issued this statement: "Roadside development must conserve, enhance, and effectively display the natural beauty of the landscape through which the highway passes..."

But not until President Johnson assumed the leadership, and in his January 1965 State of the Union Message declared that "A new and substantial effort must be made to landscape highways and provide places of relaxation wherever our roads run," did there appear sufficient support to gain legislative sanction for a program of the scale now authorized.

The Highway Beautification Act of 1965

Congress responded to the mandate by passing the Highway Beautification Act of 1965 which President Johnson signed into law on October 22, 1965. The act calls for the control of outdoor advertising within 660 feet of the edge of the right-of-way along the 268,000 miles of Interstate and primary system highways; for the control of junkyards within 1,000 feet of the edge of the right-of-way along the same highways; and, above all, provides for the landscaping and scenic enhancement of substantial portions of our nearly 900,000 miles of Federal-aid highways.

Control of outdoor advertising is not an entirely new concept. A law enacted in 1958 attempted to achieve a measure of control along the Interstate System by offering States a bonus for passing and enforcing billboard limitations. However, by the time this law had expired on June 30, 1965, only 25 States had entered into agreements with the Secretary of Commerce to provide for outdoor advertising controls. At best, only 18,000 miles of Interstate highways would have been controlled under this legislation.

The new act is considerably broader—it applies to the 268,000-mile network of Interstate and Federal-aid primary system—and stronger—it makes provisions to enable the Secretary of Commerce to withhold a portion of a State's Federal-aid highway funds, under certain conditions, if the State does not comply with the act.

Just as in the 1958 act, however, actual control of outdoor advertising, and now also of junkyards, remains in the hands of the States. Control standards are to be determined by agreement between the Secretary of Commerce and the States. However, the act is quite clear in making provisions to allow States to enact and enforce more stringent controls than the Secretary of Commerce will promulgate.

While the outdoor advertising and junkyard control provisions have received the most attention, it is the third provision, the one for landscaping and scenic enhancement, which offers the States their best opportunity for making a really lasting and positive contribution to protect our natural beauty.

Press Intelligence, Inc.
WASHINGTON, D. C. 20004

Front Page	Editor Page	Other Page

BALTIMORE, MD.

SUN

M-187,635

E-203,722

S-339,849

BILLBOARDS CONTROL SET

State Will Enforce Old Law On Roadside Stands

In an attempt to control the number of roadside stands along Maryland highways, the State Roads Commission acted yesterday to enforce a 36-year-old law requiring all such businesses to license their outdoor advertising signs.

Following a resolution voted unanimously yesterday by the commission, all such stands are from now on to be checked for compliance with a licensing law that has lain dormant in the books since 1913.

Any sign within 500 feet of a State highway right-of-way that is not licensed with the commission, can be torn down, and its owner be made liable to a \$500 fine.

"Fairly Wild Practice"

Jerome B. Wolff, commission chairman, called the resolution to enforce the law a "necessary restraint on what I feel is a fairly wide practice that has grown up."

Later, he made it plain he was referring as much to the signs' owners, and their roadside stands, as to the signs themselves.

At present, the roads commission has authority to ban roadside businesses from limited access sections of State highways. These sections are intermittent, however, on most roads, and highway businesses are rarely restrained along older roads.

Detailed Plan Required

Yesterday's resolution was not aimed at enforcing the \$200 licensing fee which commercial billboard advertisers are required to take out under the 1931 law.

In question is a largely forgotten section calling on every "person, firm or corporation not engaged in the business of outdoor advertising" to file with the roads commission a detailed plan showing where each roadside sign is to be placed.

The fee for the sign permits, which must be renewed yearly, is \$3 the first year and \$1 thereafter on signs totaling 100 square feet or less. Added space is assessed at 1 cent a square foot.

Form FH-14 (4-67)		U.S. Dept. of Trans. Fed. Hwy. Adm.	DATE March 12, 1968
TRANSMITTAL SLIP			
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COMMENTS: ATTENTION Mr. Fred S. Farr Hwy. Beautification Coordinator			

★ GPO : 1967 O-262-225

Riehle Tells Senate Committee

Billboard Ban Law Might Not

His comments came as he appeared before the first of four Senate committees that will study the billboard ban bill that made it safely through the House after a series of time-consuming committee studies and floor battles.

Sen. Daniel Ruggles III, R-Washington, of Montpelier, chairman of the Conservation and Development Committee, said he assumes the bill will be studied by the Senate Committee on Highways and Bridges, Finance and Appropriations.

The Conservation and Development Committee heard Riehle go over the bill step-by-step here late Monday afternoon.

It has agreed to hear this afternoon from Henry F. Black, the White River Junction lawyer who has been retained as a lobbyist by the billboard industry to fight against the bill.

Although the bill would go into effect on the day it is signed by the governor — if it wins a final legislative approval — there are a series of other time-tables built into the measure.

There was some indication here Monday that the billboard bill may run into some opposition in the Senate, although it is expected to be approved by the upper chamber.

Critical to the fate of the bill, however, may be whether the Senate decides to change it in any way. If the Senate makes any amendments to the House-passed bill, it will have to be returned to the House for final action.

With less than two weeks remaining before the target adjournment date of March 23, any Senate amendments might be fatal to the bill because it could die in the House upon adjournment of the legislative session.

Although the bill would go into effect on the day it is signed by the governor — if it wins a final legislative approval — there are a series of other time-tables built into the measure.

pensation to businesses which put up signs in good faith," she said.

Hackett said the bill contains a section which says compensation will be paid when it is required by federal law.

He said the bill provides "in lieu" compensation by allowing all billboard owners to amortize the signs by keeping them up for a full five-year period.

House Minority Leader Leo J. O'Brien, D-11-2, of South Burlington, pointed out the state has taken down more than 300

(Continued on page 18)

Submitted by: A.R. Purchase
Division Eng.
Montpelier, Vt.

Montpelier, Vt.

Form FH-14 (4-67)		U.S. Dept. of Trans. Fed. Hwy. Adm.	DATE Feb. 29, 1968
TRANSMITTAL SLIP			
TO:	REF. NO. OR ROOM, BLDG.		
Mr. F. S. Farr, Hwy Beautification Coord.			
FROM:	REF. NO. OR ROOM, BLDG.		
A. L. Rice, Landscape Architect 07-00.8			
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COMMENTS:			
<p><i>Scrapbook</i></p>			

* GPO : 1967 O-262-225

measures which have been passed by a citizens committee. The provisions have been considerably watered down from last year's version.

However, the officials said that with one minor change affecting unzoned commercial and industrial areas, the bills would meet federal standards.

THE OFFICIALS were G. F. McInturff, chief of the Outdoor Advertising Control Section, and Mrs. Ruth Johnson, from the chief counsel's office, Washington.

Federal control legislation, passed with the prompting of Mrs. Lyndon Johnson in 1965, provides that states which don't enact controls along freeway routes will lose 10 per cent of federally collected road building tax funds.

McInturff said Transportation Secretary Alan Boyd has given states until the end of 1968 to act.

"I can't say what he'll do if Arizona doesn't act this year," he added.

Sen. Harold Giss, D-Yuma, asked how much the penalty might cost Arizona.

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ARIZONA REPUBLIC

1968

Page 17

WILLIAM ORDWAY, chief of beautification for the Arizona Highway Department, estimated about \$6 million.

McInturff added, "and that's each and every year."

Mrs. Isabel Burgess, R-Maricopa, who conducted the hearings, said California officials first thought it would be cheaper to take the penalty but changed their minds.

Ordway outlined provisions of both bills, then said he estimates it would cost Arizona \$6.8 million to remove all signs which would run afoul of the provisions in the current bills. He did not estimate the amounts involved to screen junkyards from view of freeway motorists.

LITTLE OPPOSITION was expressed, since both billboard and junkyard representatives worked on the legislation with the governor's committee.

Gary Cuthbertson of Gary Outdoor Advertising said more signs should be allowed near a business zone (in a 360-degree circle instead of a rectangle; and near rural interchanges to assist motorists in finding accommodations and facilities.

RUTLAND

Form FH-14 (4-67)	U.S. Dept. of Trans. Fed. Hwy. Adm.	DATE Feb. 21, 1968
TRANSMITTAL SLIP		REF. NO. OR ROOM, BLDG.
TO: Office of Fed. Hwy. Administration Washington, DC.		REF. NO. OR ROOM, BLDG.
FROM: Mountain Division Montpelier, VT.		
ACTION		
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COMMENTS:		
<p align="center">ATTENTION</p> <p>Mr. Fred S. Farr Hwy. Beautification Coordinator</p> <p>Place in our Scrapbook</p>		

premise signs can be located.
— Changing back the provision which would remove all billboards after five years had elapsed from the time they were first licensed.

This was changed to five years from when "last" licensed in the committee, and it would effectively delay the program for five years.

If the bill passed today, sign owners could keep them up for another five years because the signs are licensed every year.

The amendment was slipped in around midnight last Thursday by Rep. Fred Westphal, R-20, of Elmore, who opposes the concept of the bill.

Committee members who favored the bill had held a marathon round of public hearings and committee debates on the bill, and consequently were fatigued enough so they didn't see the impact of the amendment until it was too late.

— Removing a provision contained in the exemption for farmers that limits signs to "primarily" farm products.

Rep. Theodore M. Riehle Jr., R-11-2, of South Burlington, told Appropriations Committee members Tuesday that he wants to limit it only to farm products.

The word "primarily," he said, would open the door to abuse, and could include sale of such things through signs as chain saws.

Indications Tuesday were that the bill would be out of committee and onto the notice calendar by Friday.

Earlier in the day the Republican House members discussed the anti-billboard bill during their weekly caucus.

There were no votes taken on the bill.

After the caucus, House Speaker Richard W. Mallary, R-34, of Fairlee, said that the leadership didn't ask for a vote on the bill because it has already gone on record in favor of the Riehle legislation.

GOP State Committee Chairman Elbert G. Moulton said that the only motion which would have been appropriate at the caucus was one to have the party back off its earlier position of support taken in January.

Many of these signs are designed to advise the public how their tax dollars are being used. Taxpayers, argued Mr. Williams, "are well aware" how their dollars are used "and if they are not aware of it now they will be by the time they get the bill for the Administration's 10% surtax."

1, 1968.

Press Intelligence, Inc.
WASHINGTON, D.C. 20001

Front Page	Editor Page	Other Page
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MEMPHIS, TENN.
COMMERCIAL APPEAL

M - 216,995
S - 268,515

SEP 3 1967

Highway Beauty Scorned

THE American public scorns the opportunity to have highway beauty along new stretches of routes through the open country, if members of the House of Representatives reflect opinion accurately.

We have had a beauty law since 1965 but only nine million dollars of the funds it provided have been used for junkyard control and a mere 2.5 million for billboard control, with two million of that for an inventory of present billboards.

This year the Johnson Administration proposed to authorize 160 million dollars. That has been cut almost in half, to 70 millions for landscaping the roadsides, 10 millions for removing or screening junkyards and a trifling five millions for billboard removal. But private comments from House members say even this size of program would be rejected on the floor, and some members still intend to remove the billboard money entirely.

Meantime Alan S. Boyd, secretary of transportation, has told Jennings Randolph (D.-W. Va.), chairman of the Public Works Committee, that withholding Federal highway money from states without billboard controls will be delayed. Secretary Boyd has with-

drawn the penalty threat for next year and probably for two years.

This is for the open country portions of routes. The Federal threat has already been withdrawn as to highway borders zoned commercial or industrial. States will have to do whatever is done there about billboards.

And the states have been reluctant about billboard control. Only 17 legislatures have given authority for signing billboard agreements for Federal standards, and officials of 13 of them have failed to actually sign.

We doubt that Congress has a full report on public opinion on this subject. On the other hand it is probable that members of the House hear more from billboard lobbyists than from advocates of highway beauty. It may be that those who want to protect the roadsides have eased up on state legislatures in the hope of a sweeping nationwide reform by Congress, and then slowed down the mail to congressmen on the assumption that Lady Bird Johnson would take care of that.

However it came about, Congress is feeling nothing approaching the interest it will take to keep the blight of billboards and junkyards from spreading to modern roadways.

Press Intelligence, Inc.
WASHINGTON, D.C. 20001

Front Page	Editor Page	Other Page
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WASHINGTON, D.C.
WALL STREET
JOURNAL

M-435,094

SEP 14 1967

The Praise of Beauty

Without doubt beauty is "a wonderfully fine thing," in one Senator's profound phrase, but there is—or ought to be—some question as to whether the Administration well can afford even the pared-down version of its highway beautification program the Senate has adopted.

President Johnson had asked for a two-year, \$380 million extension of the program, begun in 1965 to reduce billboards, screen junkyards and provide landscaping along highways; the Senate bill would provide \$85 million for only one year.

Even that \$85 million looks like too much to Delaware's Senator John Williams. Although he, too, is in favor of beauty he said he saw no sense in voting Federal money to curb commercial billboards when at the same time agencies of the Federal Government, notably the Bureau of Public Roads, were spending almost \$5 million to erect new billboards.

Many of these signs are designed to advise the public how their tax dollars are being used. Taxpayers, argued Mr. Williams, "are well aware" how their dollars are used "and if they are not aware of it now they will be by the time they get the bill for the Administration's 10% surtax."

Nebraska's Senator Roman Hruska opposed the bill on other grounds. It presents, he observed, "a curious commentary on priorities" in view of the problems facing the nation. It is time, he contended, to defer "things we would merely like to have." Moreover, he said it was an odd type of priority which would authorize spending \$85 million on beautification and \$20 million for highway safety.

As important as the question of priorities is, it does not seem to be of great concern to the Senate as a whole. During debate on the bill no more than six Senators were on the floor at any one time. When it came to a voice vote Senators Williams and Hruska, Republicans both, voted "No." Senator Jennings Randolph (D., W. Va.), the bill's floor manager, voted "Aye." These were the only Senators voting.

"The ayes have it," ruled Senator Ernest Hollings (D., S.C.), temporary presiding officer. "The bill is agreed to." At that point Montana's Senator Mike Mansfield took the floor to say that he wished "to thank the entire Senate for the splendid cooperation" shown in disposing of the bill. So much for representative government.

And so much for spending priorities.

* MAR * 68



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Corporal Sykes was home for a 30-day furlough last summer when he told a reporter he had volunteered to return to Vietnam for an extra five-months tour to help "stop the spread of communism," because, he said, "I have a commitment to my country."

He had already completed the regular twelve-month tour and could have remained on an American marine base until his discharge which was set for this month.

On January 12, his mother said, his seabag arrived home. Then she learned that he had volunteered to serve yet another three months in Vietnam.

"He was a good marine, that little hard-head," his mother said. "He made me think it was a picnic. He was not the complaining type. He said he had learned to like the people over there. I never thought that anything could happen to my child when he had an attitude like that."

Corporal Sykes is survived by his mother, his father, Robert Sykes, of Trenton; and a sister, Miss Judonna Sykes.

Specialist Beard was a native of Hagerstown and a graduate of Boonsboro High School.

He enlisted in February, 1967, and went to Vietnam in July.

Survivors include his parents, Jack M. Beard, of Boonsboro, and Mrs. Geneva Beard, of Hagerstown; his wife, Mrs. Judith Beard, of Boonsboro; two sisters, a half-brother and a half-sister.

Vets of Dienbienphu Appraise Khesanh

HON. JOHN O. MARSH, JR.

OF VIRGINIA

IN THE HOUSE OF REPRESENTATIVES

Thursday, February 15, 1968

Mr. MARSH. Mr. Speaker, there appeared in the Wednesday edition of the Washington Post an article taken from the London Sunday Times by Edward Mortimer that discusses the comparison between Dienbienphu and Khesanh, as viewed by three veterans of the French-Indochina conflict. These three individuals were officers in the French Army and fought at Dienbienphu, and I believe their views are of special significance as we look at the situation in Khesanh. I include them herewith:

VETS OF DIENBIENPHU APPRAISE KHE-SANH
(By Edward Mortimer)

PARIS.—Is Khesanh a second Dienbienphu? This question about the Marine stronghold was put to three French officers who tried to counter the 1954 siege that led to their country's withdrawal from Indochina.

General Clement Blanc, Chief of Staff of the French army at the time and now head of the National Association for Retired Officers, replied: "No, the present situation is not comparable to the situation then because the enemy has had more than ten years to build up his strength. Probably in 1953 or 1954 there was a possible solution, but now you are faced with a real national front. We never had to cope with attacks on Saigon and Hue, not even on Hanoi."

"The situation which the Americans face now is much worse—a general insurrection, which is the fourth and last stage of revolutionary warfare. They lack a position of strength from which to negotiate. Even so, they must negotiate. There is no other solution."

"Tactically the American position at Khesanh is much stronger than ours was at Dienbienphu, which was 300 kilometers [about 186 miles] from the nearest air base. Arguably it was a mistake to try and hold

Dienbienphu at all. We should have fallen back on Luang Prabang [in Laos, still associated with France at that time]. But there is no reason why the Americans should be defeated at Khesanh and, in any case, Khesanh is not the determining factor. What's important is the phenomenon of revolutionary warfare."

SEES U.S. ADVANTAGE

Retired Gen. Rene Cogny, who was commander of all land forces in North Vietnam, said: "The comparison between Khesanh and Dienbienphu is a tendentious one thought up by the press and the radio. The fall of Langvei [the U.S. Special Forces camp five miles west of Khesanh, overrun Feb. 7] cannot be compared in importance with the fall of the first two outposts of Dienbienphu. If the Americans had thought it was important, would it have been defended by only 30 regulars and 400 auxiliaries?"

"At Dienbienphu the enemy cut the lines of communication very early. Nothing like that has happened at Khesanh. The Americans still have the means to bring in new supplies and personnel and the chance to maneuver. At Dienbienphu we had no reserves to bring up and we were condemned to immobility. I don't deny that the situation in Khesanh is serious, but I don't think the camp is really in danger. The Americans still have both the means and the will to win the battle."

"Strategically, the Vietminh [members of the organization that preceded the Vietcong] have got the initiative at the moment by launching a counter-offensive simultaneously at Khesanh and throughout the country, but General [William C.] Westmoreland [the U.S. commander in Vietnam] has every chance of regaining the initiative on both these fronts."

AIDE DE CAMP'S VIEWS

The third French officer questioned was Maj. Jean Pouget, who was only a captain in his thirties at the time of Dienbienphu. But he was aide de camp to Gen. Henri Navarre, the Commander-in-Chief for Indochina, and consequently attended all the meetings at which strategy was worked out.

Later Pouget was parachuted into Dienbienphu itself and was taken prisoner when it surrendered. After his release, he served as a paratrooper in Algeria then left the army to devote himself to writing. As well as being the model for the hero of Jean Larteguy's best-selling novel about Indochina, "The Centurions," Pouget has done extensive research on the documents of the period and written a book of his own, entitled "We Were at Dienbienphu."

"Of course, there are superficial similarities," he said. "For example, both Dienbienphu and Khesanh are in hollows. But it's absurd to say we were beaten at Dienbienphu because it was a hollow. People talk as if the Vietminh were attacking us from above, but in fact they were always attacking us from below because we held the surrounding peaks. When the last peak was taken we were finished."

"But in relation to the war that [Vo Nguyen] Giap [then the Vietminh's commanding general, now Defense Minister of North Vietnam] was fighting, Khesanh belongs to a similar phase—that of the general counter-offensive. It wasn't the defeat at Dienbienphu that provoked the collapse of the French army: We had lost the war from the moment we agreed to negotiate."

"It's the same with the Americans. [President] Johnson may not actually be negotiating now, but he's agreed in principle to stop bombing and the American people are thinking in terms of negotiation. That is the psychological moment when Giap chooses to launch his general counter-offensive—so that the Americans will think, 'If we're going to negotiate, we'd better get on with it.'"

"In 1954 he held back his attack on Dien-

bienphu until he was sure negotiations were going to start. The attack started the day after [British Foreign Secretary Anthony] Eden announced in Berlin that the West and the Russians would meet the Chinese in Geneva. I remember, because we'd been dropped on Muong Sai [in Laos] and we were completely surrounded and outnumbered."

"Then during the night the enemy suddenly disappeared and moved up to attack Dienbienphu. We probably owe it to Mr. Eden that we got out of Muong Sai safe and sound."

GIAP'S POSITION

"Today Giap has the initiative and the situation has to be judged in relation to his intentions. To take Khesanh he would have to use 40,000 men and lose half of them. But if he does that and the psychological effect is to make the Americans give up quickly, he will have won."

"What he wants is to control the population of South Vietnam. American opinion is concentrated on Khesanh, while political commissars are speaking in the public squares of every small village and even Saigon itself, and they have a whole party apparatus behind them devised by Lenin and Mao Tse-tung."

"Giap isn't a classical general like Westmoreland or Navarre. He's a genuine Marxist. He'd have got very bad marks at Sandhurst, or West Point, or the Ecole de Guerre."

"Giap has often explained his strategy. He told Paris Match in 1955: 'I don't understand why you criticize your soldiers. Dienbienphu was perhaps the most dangerous thing for us they could have done. They forgot nothing except the most important thing: That for a Marxist, strategy is above all politics.'"

Progress Noted in First Lady's Beautification Campaign

HON. PATSY T. MINK

OF HAWAII

IN THE HOUSE OF REPRESENTATIVES

Thursday, February 15, 1968

Mrs. MINK. Mr. Speaker, Phillip Meyer reports in the Sunday Oregonian that the First Lady's beautification campaigning is succeeding—despite its grumbling cynics.

A cross-country trip confirms his observation. Today there are more green, open areas and fewer billboards and eyesores—particularly near our newest highways. Many of our cities have developed aggressive local beautification programs.

What began as Mrs. Johnson's personal commitment to beautify our Nation's Capital has been transformed by her into a national commitment to remove the barriers to beauty from our midst.

Mrs. Johnson has not only mobilized all levels of government into the battle. In a nation fed up with ugliness, thousands of citizens have heeded the First Lady's call to beautify our country from the grassroots up. Thousands of letters pour into the White House monthly testifying to America's pledge to restore its ancient beauty.

Much remains to be done to remake the face of America. Generations of neglect and scorn are not erased overnight. But the commitment has been written by Congress and already—as Mr. Meyer notes—"the country is indeed

Kansas City (Mo.) Star
September 6, 1967

War on Billboards Expanded

By Jay McMullen

The city stepped up its new

boards Tuesday, ordering 33 of them removed "at once." Sidney D. Smith, building

signs are not down within two weeks, he will proceed with court action.

Meanwhile, neighborhood groups were invited to join the battle of the billboards.

BIG GAP BETWEEN LAWS AND ACTION ON ROAD BEAUTY

TWO years ago, when the Congress approved Lady Bird Johnson's highway beautification act, there was national rejoicing in many quarters that at last the billboards would come down, the junkyards would be removed or screened and that roadside right of way would bloom with trees and shrubs. As it turned out, the jubilation was premature.

In the interim, the powerful billboard lobby exerted tremendous pressure on Congress, and, failing that, to the level where it would have little great extent, the lobby has

as written. But the enforcement which will be administered by the Department of Transportation, are being DOT has said it will go along with laws which can be written in many states that a different standard will be set for each of the 50 states. No single law will apply.

It is impossible to foresee how extensive the billboards will be. It is not too early to say the lobby has won a significant victory, some signboards will come down, but it is impossible to predict how many, or

the Senate has appropriated money to keep the beautification program alive. It is not too early to say that move was interpreted as a move to kill the program. If the billboards cost 85 million dollars would probably be 10 million for billboard control, 10 million for program and 70 million dollars for the roads.

Sen. John Sherman Cooper (R-Iowa) after the debate: "The program is alive and that's all it amounts to. It may never be brought

clutter of the motor age has taken a toll of the natural beauty of the federal land, adopted by Congress. It is a major compromise and the provisions will not be fully enforced. The program is still alive, and there is hope that some gains, limited as they are, can still be made.

November 12, 1957

Mr. Newton B. Drury, Chief of Division
Division of Beaches and Parks
721 Capitol Avenue
Sacramento, California

Dear Newton:

On the recent legislative trip of State Senators to Hearst Castle I am sure that all the members of the legislature were greatly impressed with the excellent guide service of Mrs. Norman Rotanzi. It is certainly hoped that the Division of Beaches and Parks will find a place for Mr. and Mrs. Rotanzi in the new program when the State takes over the Hearst Castle.

Mrs. Rotanzi's tie-in with the past when the castle was occupied by Mr. Hearst brings a feeling of reality to one who has the opportunity of being guided through the castle by her.

I know you will give consideration to Mr. and Mrs. Rotanzi's remaining on after the State acquires Hearst Castle.

Sincerely,

FSF:rw

FRED S. FARR

CC: Hon. A. A. Erhart
Mrs. Norman Rotanzi

Ban the Billboards From Our Roads?

By SID MOODY
AP Newsfeatures Writer

It was John C. Kluczynski, a man with a connoisseur's glint for both the highway and the byway, who fired one of the few unarguable broadsides of the Great Bill-board.

"Anybody that does not like beautiful roads or beautiful women belongs in St. Elizabeth's," he said.

St. Elizabeth's is a Washington mental hospital.

John C. Kluczynski is a Democratic representative whose House subcommittee on roads has been bumper-to-bumper for several years over a law he calls "a can of worms," others call the Highway Beautification Act of 1965 or "the Lady Bird bill" and still others call names that never get into public print.

This little law, whose god-mother is Mrs. Lyndon Baines Johnson, is an effort to pretty up federal Interstate and primary highways by authorizing purchase of scenic areas, screening junkyards and — here's where the traffic gets sticky — "controlling" billboards.

Yet for all the furor over billboards, it is almost impossible to locate anyone who doesn't rate picture-pretty highways right up there with Whistler's Mother. But. That's the key word: But...

THE "BUTS" come from the billboard and roadside interests such as the giant motel chain that nightly tucks 100,000 motorists into bed.

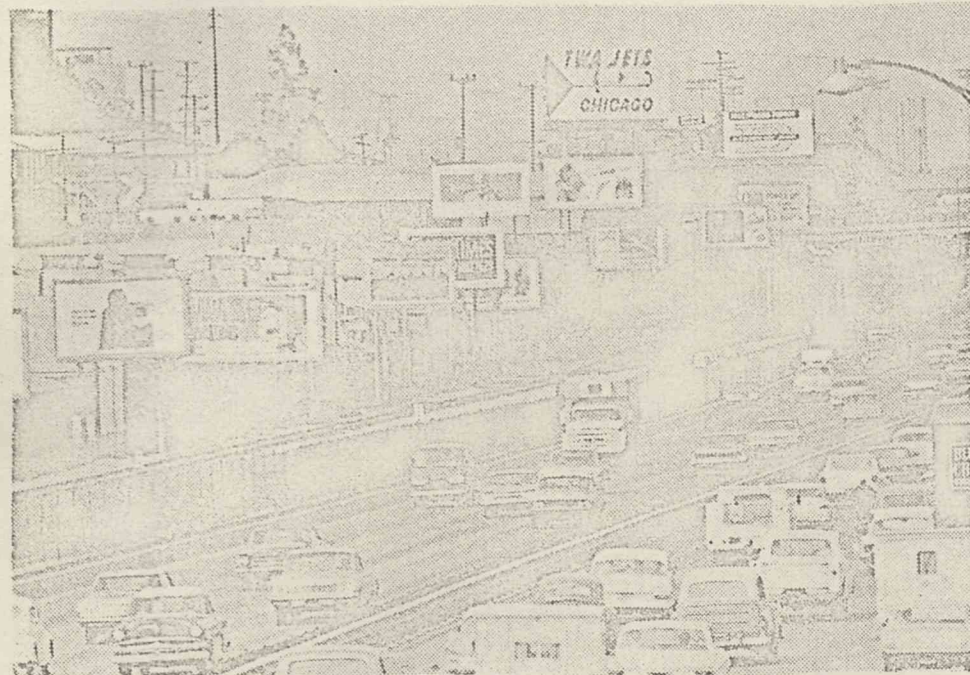
And from such non-giants as Bill Husteal of Wall, S.D. — pop. 800 — whose Wall Drug Store depends on highway advertising to attract customers to view his antique car display, see his 800-foot dinosaur, romp in his free playground and consume 1,000 buffalo burgers daily.

And from Roy Davis, who owns a cave in Tennessee, who is secretary-treasurer of the National Caves Association (credo: "early to bed, early to rise, work like hell and advertise," who protests: "We can't abolish billboards; where would the radar cop hide?")

A slight "but" comes from Rep. Jim Wright, who admires the wide-open spaces of his native Texas but thinks a well-placed billboard can break up the monotony of some stretches where "you can just see miles and miles of — miles and miles."

There's a large "but" from states like Massachusetts, where 5,366 of 5,501 billboards face removal and a mother's "but" from Mrs. David Gantz of Louisville, Ky. who complains: "The absence of signs prevents the pleasurable passage of time by playing games with the children."

WHILE the younger Gantzes might have to make do by tallying out-of-state



—Associated Press Photo

Billboards Line Much of San Bernadino Freeway ... near City Terrace area outside Los Angeles

license plates, Congress and highway administrators wherever they are, are trying to fish or cut bait with Kluczynski's can of worms.

As Arthur J. Packard of the American Hotel and Motel Association says: "Beauty is a thing to behold. But can it be legislated?"

"It's not as though we were dealing with something so distasteful that something had to be done," said a congressional aide who has been in the thick of the traffic. "This isn't meat inspection or safety. It's a question of taste, and who ever agrees on that? A developer has to build ranch houses for people who like ranch houses and Cape Cods for people who like Cape Cods and split levels for people who can't stand either."

What has Congress built?

THE 1965 act succeeds one passed in 1958 that offered states a carrot — a bonus of 1/2 per cent above its normal federal highway aid — to control billboards along the interstate. Twenty-five states signed up and as of June 30 last have received \$1,936,000 for control of 725 miles. Total payments eventually will reach an estimated \$62 million.

The 1965 act is a stick, not a carrot. Under it, states that do not control billboards along the nation's 265,000 miles of interstate and primary face loss of 10 per cent in federal highway allotments.

The law also provides for acquisition of scenic property along rights of way, its principal feature, and junkyard control. Scarcely a horn has beeped in protest of those features other than a sign erected by a Topeka man which said: "Help beautify junkyards. Throw away something lovely today."

His real gripe, of course, was billboard control. This section gives the states until

July 1, 1970, to remove signs within 660 feet of the highways that are not in commercially zoned areas or in unzoned areas mutually agreeable to the state and the secretary of transportation.

The U.S. government pays three-quarters of sign condemnation costs. States that did not reach agreements on zoning, lighting and spacing of signs by Jan. 1, 1968, face the penalty.

MANY FEEL the penalty is "legalized blackmail."

"To have one partner holding a black bullwhip over the other



Behind the Bill
... was Lady Bird

we do not think is democratic or fair," says George Kachlein of the American Automobile Association.

It is: Which "public" has primacy on the highways — the taxpaying public that paid for them or the business public that moved on to them to make its living after they were built?

If the government can tear down his sign, asks Davis, the Tennessee cave man, what if it doesn't like his neighbor's cows? "Maybe the department will allow them if they agree to stand 2,000 feet from intersections, space themselves a mile apart and

refrain from switching their distracting tails."

But the government has agreed to compensate the Roy Davises which upsets Jack Robinson, a Washington conservationist who argues: "The most odious provisions of the law requires the American people to buy back the scenic assets of their own highways which have been appropriated by the billboard industry for its own profits."

Alan S. Boyd, the Secretary of Transportation, reported a year ago that an estimated 889,000 signs would be removed by 1970, 128,000 more by 1973 and the whole thing would cost \$558,610,000. Grumbling was replaced by uproar — and concern by the billboard people of possible loss of up to 85 per cent of their signs.

THE NATURAL foe of the billboard is the conservationist, but his forces are scattered. "We cannot afford to keep a staff of lobbyists in Washington," says Mrs. Ralph Reynolds, president of the California Roadside Council. "After all, we're just ordinary people who want their town or county or state to be beautiful."

Is that what ordinary people want? It's hard to tell.

On the one hand you have people like Ogden Nash, who wrote:

"I think that I shall never see
"A billboard as lovely
as a tree.
"And unless the
billboards fall,
"I'll never see a tree
at all."

Then there's Ruth Knight who lives in Kentucky, loves nature and billboards and writes, were it not for a billboard near her property, she'd enjoy "one glamorous vista of a dried up brier patch flanked on one side by Silas Lothrop's hog wallow and on the other by a defunct coal mine."

The Roadside Business Association points out a survey indicating that 78 per cent of motorists favor gas, food and lodging signs. And

a University of Wyoming survey said only 7 per cent of those guests at motels drove in because of the sign.

In a word, it's not easy to say how people feel about signs. Or even determine if their messages always get across.

★ ★ ★

SO FAR, not one billboard has come down. Only Hawaii, Connecticut, Rhode Island, Virginia, Washington, D.C., and Vermont have signed agreements on standards with the federal government. Vermont is tougher than granite on signs, but is not adverse to putting "Visit Vermont" signs in neighboring New York.

The Transportation Department sought \$160 million for highway beautification this year. The Senate approved only \$85 million, including \$5 million for billboard control, barely enough to keep the program's engine idling. The House appropriations bill is stalled in committee.

Federal Highway Administrator Lowell Lytle says that more standards will be developed for the program.

around \$400 million and will find more acceptance in the states and the industry.

But beautification is still an ugly word in some areas of Congress. After some hearings last spring, the Republican minority of the House subcommittee on roads damned the program as "entirely irresponsible" in view of the cost of the Vietnam war and the budget deficit. They called it an "unwise, unworkable, inefficient program" that should be substantially rewritten.

Others in Congress are waiting in neutral to see how many agreements Boyd's department can come up with before deciding what action, if any, to take.

While the billboard lobby isn't lighting up any victory stogies, it seems to feel it can live with beauty on the highway and still keep some beauty in the profit curve.

"I don't think we'll ever

1, 1968

Form FH-14 (4-67)		U.S. Dept. of Trans. Fed. Hwy. Adm.	DATE Sept. 26, 1967
TRANSMITTAL SLIP			
TO: Mr. Fred S. Farr - WO		REF. NO. OR ROOM, BLDG. 30-01	
FROM: A. L. Rice - RO, Region 7		REF. NO. OR ROOM, BLDG. 07-00.8	
ACTION			
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COMMENTS:			

★ GPO : 1967 O-262-225

REGION 7

Star-Bulletin
Sept. 19, 1967

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ceive their pay-
h the U.S. De-
partment of Labor from an
appropriation for the Eco-
nomic Opportunity Act.

The State Department of
Transportation is one of
three government agencies
in Hawaii which is partici-
pating in "Mainstream" by
offering on-the-job training.
The others are the City and
County of Honolulu and the
State Department of Land
and Natural Resources.

The 14 men assigned to the
Highways Division of the De-
partment of Transportation
report daily to job sites at
Aiea Interchange or along
Lunalilo Freeway between
the Middle Street Inter-
change and Nuuanu Stream.

They have been learning to
clip hedges, plant vines, per-
form pruning and operate a
hand power mower.

As openings occur in the
regular highway main-
tenance forces, the men who
have received highway
maintenance training and
who have made good records
on the job will have a good
chance to "get back into the
swim" through normal Civil
Service channels.

Beauty In Streets Pays Off

Beautification can pay unexpected dividends.

You can begin with garbage-strewn alleys and end up tackling "the harder problems of air pollution and billboard sign control," Mrs. Lyndon B. Johnson said yesterday.

She was speaking to 700 community leaders, city officials and beautification experts, who had gathered in the Presidential Ballroom of the Statler Hilton Hotel to hear announcements of 30 top winners in the 1967 National Clean Up Contest sponsored by the National Clean Up-Paint Up-Fix Up Bureau.

Some 214 cities from 41 states and Puerto Rico entered the contest. Grand prize winner was Dayton, Ohio for its concentrated, year-round program to improve its city-cape.

"A good example of the dividends of beautification ... can be found in Lubbock, Tex., Mrs. Johnson continued. "Projects there range from a war on weeds to Chrysanthemum Colorama Week and from a health survey of 900 low-income families to the establishment of an outpatient clinic.

"And this is—after all—what beautification is about. It is our total concern for the physical and human quality of the world we pass on to our children."

Thirty awards were made for outstanding civic achievement and the grand prize winner (the Trigg Trophy) was chosen from among them.

Form FH-14 (4-67)	U.S. Dept. of Trans. Fed. Hwy. Adm.	DATE Feb. 1, 1968
TRANSMITTAL SLIP		
TO: Office of Fed. Hwy. Administration Washington, DC.	REF. NO. OR ROOM, BLDG.	
FROM: Vermont Division Montpelier, VT.	REF. NO. OR ROOM, BLDG.	
ACTION		
<input type="checkbox"/> NOTE AND FILE	<input type="checkbox"/> PER OUR CONVERSATION	
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COMMENTS:		
<p style="text-align: center;"><u>ATTENTION</u></p> <p>Mr. Fred S. Larr Hwy. Beautification Coordinator</p>		

* GPO : 1967 O-262-225

Submitted by: A.R. Purchase
Division Engr.
Montpelier, VT.

asks Support ard Plan

Burlington Free Press
CAPITOL BUREAU

Oakes to argue the
state's behalf.

nemo filed with the
rtation Department
Oakes argued official
directional signs do
te the federal regula-

id the principal
ent of the uniform
ontrol device manual
raffic signs be placed
rity of a public body.
e the Travel

Information Council created
by the Riehle bill would be
a public body, Oakes argued
the business directional signs
would be placed under the
proper authority.

Although federal regulations
prohibit commercial adver-
tising along the interstate
highways, Oakes argued the
official business signs would
be directional, merely direct-
ing travelers to commercial
establishments.

Pointing out the Highway
Beautification Act of 1965 re-
quires informational signs
within the right of way, the
attorney general said the
proposed Vermont directional
signs would come within this
description as they would be
provided for tourist
information.

Oakes said even if the
signs are prohibited by federal
regulations, an exception
should be granted Vermont on
the basis of need for state
experimentation.

He said a principal argu-
ment for such an exception
is the need for state experi-
mentation in the difficult
problems of regulation of
outdoor advertising.

He said the proposal for
Vermont is broader in scope
and design than any state
system of regulations now in
effect on outdoor advertising
and added, "The experience
of Vermont under this legis-
lation could well prove
valuable to the federal gov-
ernment and all of her sister
states if such experimentation
is permitted."

Oakes also pointed out the
importance of the proposed
business directional signs to
Vermont's tourism.

He said tourism is the
second largest industry in the
state and said preliminary es-
timates of the Development
Department show that five
million tourists spent \$200 mil-
lion in the state last year.

Form FM-14 (4-67)	U.S. Dept. of Trans. Fed. Hwy. Adm.	DATE Dec. 13, 1967
TRANSMITTAL SLIP		
TO: Mr. F. S. Farr Highway Beautification Coordinator		REF. NO. OR ROOM, BLDG. WO
FROM: A. L. Rice, Regional Landscape Architect R-7		REF. NO. OR ROOM, BLDG.
ACTION		
<input type="checkbox"/> NOTE AND FILE	<input type="checkbox"/> PER OUR CONVERSATION	
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COMMENTS:		

Scrapbook

REPUBLIC

(Section B) Page

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And Ahead? Nearing Foggy Spot

VERY

The uncertainty has been created by the federal government's control of the program and its indecision on:

—Whether to complete the national interstate highway system started in 1956 on schedule in 1972, or whether to extend it to 1975.

—WHAT FINANCIAL burdens are going to be placed on the states by the new federal Highway Safety Act.

—What financial burdens are going to be placed on the states by the federal Highway Beautification Act.

—What kind of a federal road building program will be set up by Congress to take the place of the interstate system when it is completed.

This last question will be taken up at a meeting at Des Plaines, Ill., Dec. 12, called by the American Association of State Highway Officials. At the meeting, an effort will be made to hammer out recommendations to Congress for the post-interstate program. Each state will have two representatives attending.

ARIZONA WILL recommend that a new program be financed on the same basis as the interstate program, roughly 90 per cent federal and 10 per cent state money, and that the emphasis be shifted to 1.) urban freeway needs and 2.) rural highways—the present secondary road system.

Arizona also is hopeful that completion of the present interstate system will not be delayed until 1975. Such a delay itself would cause a construction slowdown in Arizona, which is on schedule for a 1972 completion.

"Even more important," said Justin Herman, state highway director, "it would just put off for three more years the provision of roads and streets that already are needed to move the rapidly increasing traffic."

Herman said traffic estimates for 1970 already have been surpassed in the Phoenix and Tucson areas.

ARIZONA IS moving forward in its effort to comply with the conditions imposed by the Highway Beautification Act. Failure to comply could culminate in 10 per cent of its annual allocation of some \$50 million in federal funds being withheld by the federal government.

This act requires that each state comply with federal requirements to move or screen junkyards near highways, remove billboards within 660 feet of federal highways in unzoned, noncommercial areas, and control the spacing, height and location of billboards within zoned and commercial areas.

A citizens' committee headed by Lloyd J. Perper, Tucson engineer, and composed of representatives of all interested groups, is working with the Arizona Highway Department to help develop an acceptable program for billboard and junkyard control. It has hopes of completing its work in January.

(Continued on Page 4B, Col. 1)

Copy to Williams 12/13/67

GMW

Page 172

Chicago (Ill.) Sun-Times August 29, 1967

City Acts To Rid Residence Areas Of Illegal Signs

The city began a drive Monday to remove between 1,000 and 2,000 oversized signs in the 150 square miles of Chicago zoned for residential purposes.

In a major effort to "clean up" the big billboards and other nonconforming signs that

Building Comm. Sidney D. Smith acted after Harry F. Chaddick, new chairman of the Zoning Board of Appeals, said that the eight years granted in 1957 for amortization of the signs expired in 1965.

"The eight years were allowed to give the sign owners a chance to get their money's worth out of the signs they had erected before the study

Form FH-14
(4-67)

TRANSMITT

TO:

Mr. Fred S. F

FROM:

A. L. Rice, La

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COMMENTS:

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Page 2— Sunday, Feb. 11, 1968

ADVANCE-STAR and

Supervisors

By KEITH WALKER

San Mateo County supervisors this week called on the city of San Francisco and the State Division of Highways to give serious consideration to a proposed "compromise" route that could end a long-standing controversy over location of Junipero Serra Freeway.

The plan would carry the 4-mile freeway segment along a curving route at the base of the foothills near Crystal Springs Lake, west of Belmont and San Carlos.

Board members carefully avoided making any commitments, but their action and comments indicated a possible change in position on the routing question.

The supervisors have backed a ridge route urged by the city of San Francisco, designed to carry the freeway to the eastern edge of San Francisco's watershed property.

The State Highway Commission had approved a route along the shore of the Crystal Spring Reservoir. A controversy between the two plans has delayed construction.

Form FM-14 (4-67)		U.S. Dept. of Trans. Fed. Hwy. Adm.	DATE Feb. 13, 1968
TRANSMITTAL SLIP			
TO: Office of Fed. Hwy. Administrator Washington, D. C.		REF. NO. OR ROOM, BLDG.	
FROM: Vermont Division Montpelier, Vt.		REF. NO. OR ROOM, BLDG.	
ACTION			
<input type="checkbox"/> NOTE AND FILE	<input type="checkbox"/> PER OUR CONVERSATION		
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COMMENTS:			
<p align="center">ATTENTION</p> <p>Mr. Fred S. Farr, Highway Beautification Coordinator</p> <p><i>Gina Please put this in our drop box</i></p>			

* GPO : 1967 O-262-225

Daily Herald

VERMONT BILL OF RIGHTS (Adopted July, 1777)
mental principles and a firm adherence to justice, moderately are absolutely necessary to preserve the blessings of

Y, FEBRUARY 13, 1968

Bill Strategy

ged to elimination of the blight. Regulate the blight, yes. Eliminate it, no. This is the let's-be-reasonable approach.

But something more is needed to advance the billboard cause — preferably something at least to imply that the billboard ban would be a gross injustice, not especially to the well heeled billboard interests but to some other group of people, preferably all Vermonters and preferably a group not noted for its affluence.

No better group than the farmers could be imagined for this purpose. Hence we have seen the first signs of opposition to the Riehle bill from at least two farm organizations. Some of the maple sugar producers are against it. It has been argued that those farmers who maintain roadside stands for the sale of fruits, vegetables, cheese and maple products need off-premise signs to advertise their places of business.

This is the kind of help that the billboard interests need. It will be interesting to see how successful is the move to translate the Riehle bill into a punitive measure against the oppressed farmer.

The Legislature shouldn't be deceived. But if they are, it wouldn't be the first time, that the Vermont farmer has been used as a stalking horse for other interests.

The anti-billboard campaign had developed so much momentum by the time Legislature convened that the issue appeared to be billboards against the public. Something had to be done to correct such an unfavorable image. The redoubtable Henry Black, leading lobbyist for the billboard interests, has been doing some effective work behind the scenes and at the same time attempting to revise the stage setting.

Somewhat he has to reverse the impression that banning off-premise billboards and signs is in the public interest and to the long term advantage of all Vermonters. It's a matter of persuading the Legislature that a little billboard blight can be tolerated and is actually better than complete

Submitted by: A. R. Purchase
Division Engineer
Montpelier, Vermont

Department of Highways, the Scenery Preservation Council, the Vermont Council of the Arts, and the general public.

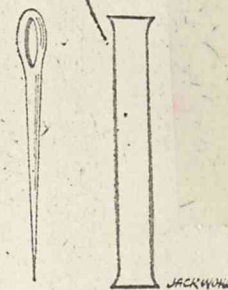
"I hate to see the bill completely wiped out because we are all in favor of its concept. But I believe that by amending it we could take out most of the objectional parts of the bill and set them aside for further study," Cooley said.

He said that the issue had

Submitted by: A. R. Purchase
Division Engineer
Montpelier, Vermont

PIXIES by Wohl

OPEN MIND NOTHING...
YOU'VE GOT A HOLE
IN YOUR HEAD!



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HAROLD MIOSSI

POST OFFICE BOX 606
SAN LUIS OBISPO / CALIFORNIA 93401

March 3, 1968

SCRAMBOOK
Mr. Fred S. Farr
Highway Beautification Coordinator
U. S. Department of Transportation
Bureau of Public Roads
Washington, D. C. 92591

Reference to 49-01

Dear Fred,

Thank you for referring our Cuesta protest comments to Mr. Farin in San Francisco.

Meanwhile, the Division of Highways appears to be getting more desperate in obtaining some type of approval or assent locally, and I expect an end run; for one, I believe they realize local opposition is developing at an alarming rate; then, also, as the present realignment and modification proceeds, the public realizes what an excellent road will result on the present alignment.

I have had a lot of statewide support. I am enclosing Ken Overaker's article from the L. A. Times of Sunday, Feb. 25. Then Sunset Magazine (Martin Litton) is doing a good piece for us -- under travel and historical pretenses. The response from the L. A. article has been tremendous -- I think I shall have to put on another secretary to answer all the mail. It was all favorable.

Whatever you can do is most important; even if we lose this battle, we surely have started a lot of people thinking. The Times article, for one, surprises me in the extent of concern about devastation of our resources; and size of its readership appalls me!

Incidentally, one area you can enter is that the Division proposal completely contermends the Planning Commission's scenic corridor plan for the area; their report unequivocally opposes the Highway plan.

Above all, read in the Spring, 1968 Cry California, Bob Simmons's article on the "Freeway Establishment." Guess you could have written it!

Sincerely,

Harold Miossi

Encl

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own home or
dials, boxed
for gift-givir
Surgica
second floo
Mail and
the
build a roadbed."

Questions Outlay

He questions the expenditure of \$40 million "just to provide one more lane of traffic each way," and he is concerned about "complete destruction of the aesthetics and ecology of the canyon and the delightful approach to the city of San Luis Obispo that we've always had and which travelers always remember."

Miossi envisions serious drainage problems when the huge earthfill covers San Luis Obispo Creek—"a running stream all year." He can hear the creek tumbling over a small waterfall on his ranch when he opens the door of his home.

W.O. -- Mr. Fred S. Farr (49-01)

Form FH-14 (4-67)	U.S. Dept. of Trans. Fed. Hwy. Adm.	DATE 3/8/68
TRANSMITTAL SLIP		
TO: Mr. Fred S. Farr Highway Beautification Coordinator		REF. NO. OR ROOM, BLDG. 49-01
FROM: B. A. Halver <i>B.A.H.</i> Region 5		REF. NO. OR ROOM, BLDG. 05-00.7
ACTION		
<input type="checkbox"/> NOTE AND FILE	<input type="checkbox"/> PER OUR CONVERSATION	
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COMMENTS:		
<i>Scrapbook</i>		

* GPO : 1967 O-262-225



"We compromised with the Beautification Committee ...
We're lining the highways with billboards bearing
pictures of trees!"

ROOM 5600
30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

February 22, 1968

Dear Fred:

I thought you might like to have this
reminder of you in action at the Citizen
Committee's Scenic Road Conference.
Again, let me express our gratitude for
your contribution.

Regards,

Laurance S. Rockefeller

Laurance S. Rockefeller

Mr. Fred S. Farr
Highway Beautification Coordinator
Federal Highway Administration
Bureau of Public Roads
1717 H Street, N. W.
Washington, D. C.



Scrapbook

Going by the Boards: Vermont May Prohibit All Billboards in State

Measure, Likely to Pass Soon,
Aimed at Pleasing Tourists;
Foe Sees Trend Spreading

By JEREMIAH J. MAHONEY
Staff Reporter of THE WALL STREET JOURNAL
MONTPELIER, Vt.—Vermont is a beautiful state. The drive up Route 5 along the Connecticut River is one of the prettiest drives in America. People journey from afar to view the fall foliage here. The sunsets are breathtaking.

But in recent years the view from Route 5 has been cluttered increasingly with signs advertising maple syrup and motels. The fall colors now come in flashing neon. And the setting sun now often slips slowly behind a billboard.

Soon, however, the signs may be gone. Vermont's 150-member House of Representatives is expected to vote this week on a bill that would eliminate all billboards except those on the premises of a place of business, and even those would be regulated as to size and shape. The state senate will consider the bill later. Passage seems likely.

"We won't permit the state to become a honky-tonk," says Democratic Gov. Philip Hoff. "We want to preserve Vermont's natural beauty."

The bill is the most far-reaching effort in the U.S. to hurt billboards, and the billboard industry is naturally upset. "We will just have to close up shop," says Elmer Nadeau, president of Vermont Advertising Co. The company, which maintains 213 billboards, is the biggest outdoor advertising company in the state. W. Edson McKee, lobbyist for the industry in Vermont, complains that the bill is so sweeping that it would prohibit billboards even in commercial and industrial areas. He also fears that if the bill passes here, the movement might spread "to Maine, then New Hampshire and elsewhere."

"A Game of One-Upmanship"

But nearly every group that has taken a stand is in favor of the bill. Even ski resort operations and hotel and motel operations, some of the biggest sign-putter-uppers in Vermont, favor the bill.

"Putting up billboards has become a game of one-upmanship," says Rep. Ted Riehle, who introduced the bill in the legislature. "One motel puts up two billboards, then another down the road puts up four. The first motel, not to be outdone, puts up three more. The first thing you know, each has about eight signs, neither has gained an advantage and the roadside has been cluttered up."

Such "chattering," says Mr. Riehle, endangers the state's livelihood. Polls show that 65% of the travelers to Vermont come here because of the state's beauty. Revenue from tourism, about \$165 million a year, is the chief source of income for Vermonters. But tourists may quit coming here if they have to look for scenery behind billboards, Mr. Riehle contends.

To help tourists find motels, ski slopes and antique shops, the bill provides a variety of measures. Plazas would be built at busy gateways to the state and at other key locations, where information, maps and guidebooks would be available.

The state would also go into the billboard business itself, but in a sharply limited fashion. The highway department would erect and maintain "official business directional signs" that would carry information about businesses, including those serving travelers. The signs also would include information on scenic areas and cultural and educational facilities.

Present Signs Would Come Down

The state would regulate the location, size, shape, color, lighting and manner of display and lettering of its signs. Businesses that wanted to be listed would pay a license fee of \$50 per sign the first year, with annual maintenance fees of \$10 to \$25 thereafter.

The billboards that already are up would eventually be torn down. Compensation would be paid in some cases. Also, the bill provides a grace period that would allow some signs to stay up for as long as five years after passage of the measure. Billboards that are more than five years old, however, would have to be taken down immediately.

The new law would also make life a little more difficult for those who continue to put up signs on their own premises. Placement, size and shape of the signs would be regulated by the Vermont measure. Even those series of signs—"Peas," "Beans," "Tomatoes," "Carrots," and "Corn"—that lead up to summer vegetable stands would be controlled.

The law would limit farmers' signs to four square feet, and the signs wouldn't be legal unless they were at least 100 feet apart. Originally, the bill would have limited farmers to just four roadside signs, but that provision was deleted after a hearing last week.

There aren't likely to be many violators of the law if it is passed in its present form. Current provisions provide for fines of up to \$100 and jail sentence of up to 30 days for each violation. Each day the illegal signs stayed up would be considered a separate offense.

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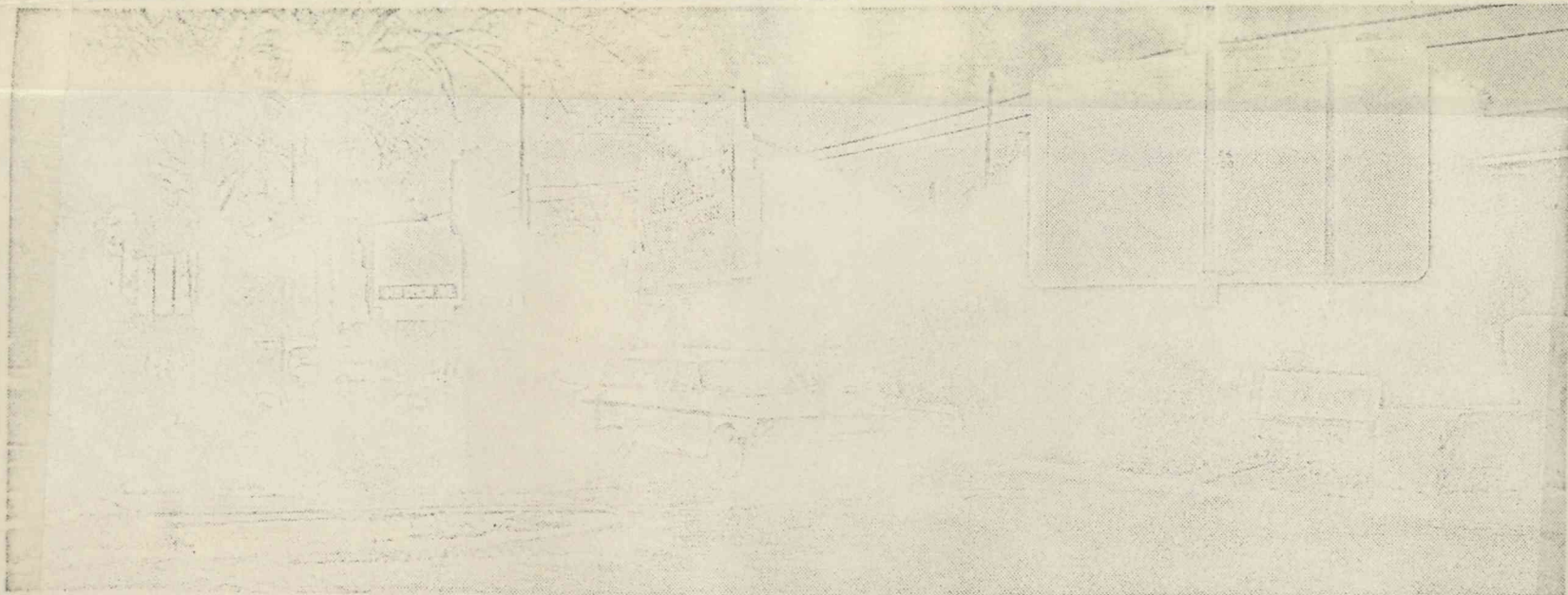
Bob
Mayer

Committee Nod Billboard Moratorium

By TOM GAVIN
Denver Post Staff Writer
A State Senate committee came within a whisker Wednesday of killing a billboard moratorium bill and thus imperiling a sizable chunk of Colorado's share of federal highway construction funds.
The House-passed bill continues until July 1, 1969, a moratorium on construction of billboards along portions of federal interstate highways. The measure is designed to keep Colorado in good standing under federal highway beautification legislation until final billboard standards are adopted.
Long-standing Senate antionism toward any sort of billboard control was evident in the Wednesday afternoon meeting of the Senate Business Affairs Committee, however. Several legislators voiced opposition to a House addition to the bill which would have limited the number of signs new businesses can erect.

Editorial

CHGO. SUN TIMES 9/2/67



Named as "nonconforming signs" are the billboards in the 6200 block along Ridge north of Granville. (Sun-Times Photo)

Open Drive To Blot Out Illegal Signs

The city Friday launched a belated attack on an estimated 2,000 illegal signs and billboards in residential areas.

Sixty-seven signs which fail to conform to city building and zoning codes were ordered removed in the first batch of notices sent to property owners.

Joseph Fitzgerald, deputy building commissioner, said

his inspectors would check back in a couple of weeks to see if owners were complying with the removal notices.

Zoning Code Mandate

The city's 1957 zoning code gave property owners eight years to get rid of the illegal billboards and signs in some 150 square miles of residential neighborhoods. All residential areas are included in the pro-

hibition, from the R1 to R8 classifications, and ranging from single family dwellings to high rises along Lake Shore Drive.

Only one notice was sent, however, to a N. Lake Shore Dr. property owner for an offending sign in the 3700 block.

Eight nonconforming signs were found on N. Ridge Av.

at 6203, 6215, 6229, 6231, 6255, 6259, 6414 and 6450; 11 along W. Washington, from 1820 to 4720; seven along W. Warren, from 1644 to 2327, and one at the corner of Marine Dr. and W. Montrose on the North Side.

Other Notifications

Fitzgerald said other property owners displaying illegal signs would be notified in due

course. Property owners failing to comply will be subject to legal action, he added.

Building Comr. Sidney D. Smith acted to remove the signs after Harry F. Chaddick, new chairman of the Zoning Board of Appeals, complained that under the law, the last sign should have been taken down by 1965. The city has yet to act against the first signs.

MARSHALL FIELD IV, publisher (1950-1965)

Published by The Newspaper Division of Field Enterprises, Inc.

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EMMETT DEDMON, editor

JOHN G. TREZEVANT, general manager

JAMES F. HOGE JR., managing editor

LEO R. NEWCOMBE, business manager

ROBERT E. KENNEDY, associate editor

MARSHALL FIELD, asst. to gen. manager

RUSS STEWART, vice president

Chicago's Beautification Example

Lady Bird's highway beautification program was endorsed for another year by the U.S. Senate last week. Its fate now depends on action by the House where the billboard lobby has been trying to sabotage it.

A key figure in whatever the House does about the program enacted two years ago at the suggestion of President Johnson's wife is Rep. John C. Kluczynski (D-Ill.). He is chairman of the House Public Roads subcommittee.

Known to his friends as "Johnny Klu," the congressman is a popular Chicago restaurateur. We endorsed him when he first ran for Congress in 1950 and each election since, except in 1960 when we expressed no preference in his 5th District.

At this particular time, it is especially appropriate that the man who can help Lady Bird's program is from Chicago. The city is about to begin its own beautification program directed at removing signs and signboards that violate zoning laws. Many affected are on boulevards going through residential areas and are owned by some of the same companies that have exerted pressure in Washington.

The crackdown in Chicago is being made as a consequence of the appointment by Mayor Daley of a tough-minded zoning administrator, Harry F. Chaddick. In 1957 the billboard owners were given eight years to comply with the stiff new regulations adopted that year. Now, says Chaddick, with the authority of Mayor Daley behind him, it's time to clean up.

It's time to clean up the nation's highways, too, and for public officials in Washington to have the courage to stand up to the billboard owners as Mayor Daley and Chaddick are doing in Chicago.

The federal act bans billboards within 660 feet of the right of way of interstate and primary highways, except in commercial and industrial zones. All junkyards within 1,000 feet of a highway would have to be screened. States that failed to comply with these controls would lose up to 10 per cent of their federal highway construction funds.

It has not turned out to be such a simple program. The billboard lobby and owners of hotels, motels and restaurants have stirred up hostility against the program in Washington, particularly in the House. To save the program the administration has agreed to give states a large measure of authority over the billboard controls, but there is still the threat that the House might try to rewrite the measure to the satisfaction of those most affected by it, the billboard industry. That would mean, in effect, no controls.

Kluczynski should take inspiration from what is happening in his own home city and use his influence to move the House to take the same action on Lady Bird's program as the Senate has. If Chicago can beautify its streets and boulevards, the United States ought to be able to do so, too.

We hope specifically that Kluczynski gets Mayor Daley's message that beautification of roads is in the public interest.

BOISE, IDAHO, SATURDAY, MARCH 2, 1968

THE IDAHO DAILY STATESMAN

PAGE TEN

Payette 'Gals' Vie for National Honors With Park Project

PAYETTE — Payette's Garden Gals are currently in the thick of nationwide competition for what U.S. Transportation Department officials admit is a "terrifying" plaque that would attest to their beautification efforts.

Though the gals' project — refurbishment of a roadside park — will have to outstrip 227 other entries to win a less-than-beautiful plaque, it has already made front-page headlines in

Friday's edition of the Wall Street Journal. If they win they will receive the plaque in ceremonies at Washington, D.C. — possibly overlooking the beer can-straw pool between Lincoln Memorial and Washington Monument.

The project, on Highway 52 east of Payette, began in 1951 when the new highway was built. It is a half-acre parkway planted to grass, shrubs and some bulbs on the site of Fort Wilson.

The Wall Street Journal article credits "those 18 hardworking, dedicated Green Garden Gals" with fighting drought, floods and gophers for 12 years to re-vegetate the roadside area. Mrs. Earl Coates, the group's chairman, said the work has been easier during recent years as the State Highway Department has taken over watering and mowing of the parkway.

The "gals" previously cared for the entire project and this

year have already been busy pruning the crab apple trees on the site.

Though Washington officials admit a certain amount of disappointment with results of the appointment with results of the contest, this was no reflection on Payette's entry. The main troubles were lack of entries in many categories and lack of beauty in the plaques designed for this year's winners. Plans are in the mill, they report, to redo the plaques for next year.

Also contending for honors in

the President's contest are Dixie Auto Salvage of Henderson, Ky., for special effects in camouflaging an auto graveyard; the New York State Transportation Department, for presentation of a superhighway in a natural habitat; Pine Brook, N.J., Trimmers Garden Club for growing 200 tulips on a rundown corner lot; Florida Federation of Garden Clubs, for providing a flower-covered welcome sign at the Georgia border, and many others.

Have we spent billions of dollars just to create a national nightmare?

BY EVAN McLEOD WYLLIE

What is it that has four wheels, flies and a family wriggling to get to a rest room? It could be you, this summer, stranded on an Interstate Highway or toll road.

One of the wonders of the 20th century is the gigantic network of superhighways that now link the far-flung regions of the U.S. Some 4,000-5,000 miles, operated by state or local authorities, are toll roads. In addition, there is the toll-free, largely federally-financed, 41,000-mile Interstate Highway system, now more than half completed, which is designed to carry more than one-fifth of the nation's

likes toll roads. It seems to be true. The motoring public has flocked to ride on them, willing to pay for the extra speed, convenience, comfort and safety they have provided and, despite opposition in Congress from the Federal government and from lobbyists, there will be more of them built in the future. To their critics, the toll road operators can reply that if the job of road building had been left to the individual state highway departments back in the '40s and '50s, our traffic today would be in a mess.

But while the toll roads' booths

Form FH-14 (4-67)		U.S. Dept. of Trans. Fed. Hwy. Adm.	DATE March 13, 1968
TRANSMITTAL SLIP		REF. NO. OR ROOM, BLDG.	
TO: Office of Fed. Hwy. Administration Washington, D.C.		REF. NO. OR ROOM, BLDG.	
FROM: Vermont Division Montpelier, VT.			
ACTION			
<input type="checkbox"/> NOTE AND FILE	<input type="checkbox"/> PER OUR CONVERSATION		
<input type="checkbox"/> NOTE AND RETURN TO ME	<input type="checkbox"/> PER YOUR REQUEST		
<input type="checkbox"/> RETURN WITH MORE DETAILS	<input type="checkbox"/> FOR YOUR APPROVAL		
<input type="checkbox"/> NOTE AND SEE ME ABOUT THIS	<input type="checkbox"/> FOR YOUR INFORMATION		
<input type="checkbox"/> PLEASE ANSWER	<input type="checkbox"/> FOR YOUR COMMENTS		
<input type="checkbox"/> PREPARE REPLY FOR MY SIGNATURE	<input type="checkbox"/> SIGNATURE		
<input type="checkbox"/> TAKE APPROPRIATE ACTION	<input type="checkbox"/> INVESTIGATE AND REPORT		
COMMENTS:			
<p>ATTENTION</p> <p>Mr. Fred S. Farr</p> <p>Hwy. Beautification Coordinator</p> <p><i>Just back</i></p>			

* GPO : 1967 O-262-225

and Foote Stall Billboard Bill



HENRY L. BLACK
Applies

vote on at least one session. Black is pushing for an amendment that would strike from the bill that portion saying that no on-premise advertising can be erected that could be seen primarily from an interstate highway or primary road.

Black of Wilder, an attorney paid to lobby against the bill by the Outdoor Advertising Association of Vermont, hammered away at the bill's effect on on-premise advertising.

But the very integrity of the Senate was put on the line by former Lt. Gov. Ralph Foote

of Middlebury, a lobbyist for the Vermont Guide Services Inc.

Responding to the bill's sponsor — Rep. Theodore M. Riehle, R-11-2, of South Burlington — who said he didn't want the bill killed with an amendment, Foote said:

"It has always been the code of the Vermont Legislature to treat legislation on its merits and not give up the good of the whole for the good of the few.

"We all know that it's sometimes better to push a partly shod steer out into the traffic to start working toward objectives," Foote added, "but this is not an excuse to send him out when you know he could be shod better and you know you could do it."

Black is pushing for an amendment that would strike from the bill that portion saying that no on-premise advertising can be erected that could be seen primarily from an interstate highway or primary road.

Riehle said during the hearing that the bill wouldn't affect on-premise signs on small business. But he said shortly after the hearing broke up:

"We knew it would wipe out



RALPH H. FOOTE
the pressure

a lot of them (on-premise signs on small businesses.)"

Ruffled Republicans who attended the hearing seemed dismayed that the committee didn't take action.

Indeed, Sen. James M. Jeffords, R-Rutland, said that if the Appropriations Committee didn't bring the bill out by Tuesday he would call for it from the floor of the Senate.

This means that the Senate

could vote to extricate the bill from the committee before a report is made, if a majority of the Senate so votes.

GOP leaders had been counting on almost unanimous support for the legislation, which would ban all off-premise, outdoor advertising and replace it with state-owned directional signs.

Meanwhile, Democrats — outnumbered 22-8 — have been brooding, but brooding almost unanimously.

Democrats have three options:

— Hold the bill in O'Brien's Highway and Bridges Committee and use it as a lever to pass Democratic administration measures.

— Attempt to pocket it altogether and perhaps stage off a Senate vote to bring it out on the floor.

— Swap it for Gov. Philip H. Hoff's bill that would permit the governor to appoint certain department heads. The bill now rests in the Senate Conservation and Development Committee, where it is expected to remain.

It appeared prior to Friday's meeting that Democrats would vote against the measure and then lay the blame for any

(See Page 10: Billboards)

Billboards

(Continued from Page One)

technical flaws on the Republicans — which they feel might make good campaign material in the November elections.

But Democrats can be expected to take a more militant stand now that GOP support may be waning.

Every Republican committee member said he didn't want to vote Friday. And at least one — Sen. Andrew L. Orzel, R-Rutland — is opposed to the measure.

Also appearing before the committee was Atty. Gen. James L. Oakes, Highway Commissioner Lauritz S. Larsen, and Deputy Development Commissioner Robert Lyons.

All three said they supported the bill.

Black, in an unusual emotional outburst, told the committee:

"I want the public to know that if the GOP thinks this bill is right it should place the responsibility on the party, and let the people know you aren't willing to pay a dime's worth of compensation."

The White River Junction lobbyist even said: "I'm beginning to do something that a lawyer shouldn't do — get emotional about something."

Black repeatedly insisted that the bill didn't provide compensation for signs that will be ordered down.

The session enters its twelfth and final week here Monday. Legislation is already stacking up in Senate committees and the House also is pushing to get its business finished.

It is this time limitation and heavy workload that Republicans fear most.

One amendment — no matter how insignificant — could kill the bill.

Conservative House members are anxiously awaiting the return of the anti-billboard bill. They could be expected to turn every parliamentary trick to kill the bill.

But even though the bill has been temporarily delayed by the Appropriations Committee, Republicans still hold a strong enough majority to pass it out unamended.

If that happens, it would go directly to Hoff for signing into law, and the governor has already pledged his support to the bill.

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